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ABSTRACT

In this sixth survey of educational television in the United States, 187 UHF-VHF educational television (ETV) stations, 27 ITFS (Instructional Television Fixed Service) systems, and 35 CCTV (closed circuit television) systems reported on their operating policies and on their programming during the week of March 9-15, 1970. The amount and kind of programming addressed to age-differentiated audiences was the primary focus of the survey. Some of the significant trends noted were an increase in the number of ETV stations on the air, an increase in the number of days per week these stations broadcast, and an increase in "public" programming (in contrast to instructional programming). Some of this shift to public programming was caused by the great impact of the "Sesame Street" series, which was so-classified. The rest of the shift was probably caused by the increased use of programs produced by such national organizations as the Corporation for Public Broadcasting and the National Educational Television (NET) network. The material gathered in the survey is presented in both expository and tabular form. Information is included about production patterns, program sources, audience levels, program subjects, and station ownership. A statistical profile of each ETV station is given. (JY)

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Number Six

One Week of Educational Television

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One Week of Educational Television

Number Six

March 9-15, 1970

Introduction by
Robert B. Hudson
Academy for Educational Development, Inc.

Chief Investigator
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National Instructional Television

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Foreword

One Week of Educational Television is essentially a quantitative study of the program offerings of ETV stations, ITFS facilities, and CCTV systems in education. It was initiated by the Morse Communication Research Center of Brandeis University in 1961. This marks the sixth time that the report has been published. Financial support was provided by the National Instructional Television Center and the Corporation for Public Broadcasting.

Pepper Weiss of NIT assisted the chief investigator in the collection, processing, and analysis of data and, in general, helped to coordinate the project. Paul Schneller contributed to the development of the survey instruments. Charles Flowers of Indiana University Research Computing Center was responsible for computer programming.

The one person whose vision and persistence has contributed the most to the continued existence of *One Week of Educational Television* is Edward J. Pfister formerly of NIT and now of the National Association of Educational Broadcasters.

Special appreciation is also given to those very patient people at the ETV stations, ITFS facilities, and CCTV systems who completed the survey forms.

Saul Rockman
Research Associate
National Instructional Television

Introduction

By Robert B. Hudson

The 1970 report of *One Week of Educational Television* is the sixth census of ETV station schedules in which the amount and kinds of programming addressed to age-differentiated audiences are described. It is a census, an accounting in a quantifying sense that permits limited data spin-offs but does not speak to program quality, program impact, or audience size. Some information on these latter points exists in a variety of studies and it may be useful to draw on such sources inferentially in commenting on the principal trends made explicit in the series of *One Week of ETV* surveys.

It is noteworthy that in the two-year period between the 1968 and 1970 surveys there was a 24% increase in the number of ETV stations on the air. The 190 stations operating in 1970 occupied nearly two-thirds of the channel assignments reserved for noncommercial educational use. More significant still is the statistic attesting that the traditional Monday-through-Friday ETV week is being extended progressively into the weekend. On the average in 1970, ETV stations were on the air nine hours a week more than they were in 1968 (and this, plus the increase in the number of stations, brought about a 43% jump in total ETV hours). Seventy-four percent of these stations broadcast at least six days each week, and 39% broadcast seven days. Network interconnection, which provided such program series as the "The Forsyte Saga" and "The Advocates," was a powerful stimulus to weekend broadcasting.

Public Television

The current *One Week of ETV* survey shows clearly a remarkable growth in the non-school programming that has come to be known as public television. In 1970, 63% of all ETV hours broadcast were devoted to PTV (up from 51% in 1968) and the remaining 37% to instructional or classroom television (down from 49% two years earlier). This, on its face, appears to mark a pronounced shift in program emphasis; but the figures require closer scrutiny. Virtually all of the PTV increase came about

Robert B. Hudson served for many years as Senior Vice President of National Educational Television. He retired from that position in 1970 and is now associated with the Academy for Educational Development, Inc.

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Memorandum from

SAUL ROCKMAN

6/8/71

Dear Don,

These copies are for you and your associates at ERIC. You of course, have our permission to put it into your microfiche collection. Hard copy would be less expensive I am sure, coming from NIT.

One Week becomes harder to do with time, I think and I'm really not sure of the future of this publication. I'd appreciate any comments or reactions from you or your people.

Peace,

Saul

NATIONAL INSTRUCTIONAL TELEVISION CENTER

through the extension into weekend programming, a lengthening of the broadcast day, and the emergence of "Sesame Street," which in this survey is considered to be PTV programming. The amount of PTV presented each week by the average station rose 10.4 hours (from 30.7 to 41.1) but the amount of ITV dropped only 1.2 hours (from 25.4 to 24.2), and this loss is more than accounted for by the inroads into ITV school hours made by "Sesame Street."

One might say that 1970 was the year of "Sesame Street." Not only did this series of programs arrive with dramatic impact; it dominated ETV station schedules by claiming anywhere from five to fifteen hours per week of transmitter time.

There is another noteworthy factor in the sharp increase in PTV programming. A staggering 89% of all PTV programs reached the ETV station from outside sources. More than two-thirds of them came from NET, ETS/PS, and major ETV producing stations through the newly organized Public Broadcast Service. The 11% figure for local PTV programming was down from 13% in 1968 and 15% in 1966. Incidentally, one hundred and one stations asserted that they planned more "local public affairs programming" in 1970-71.

This dependence on outside sources reflects in part the quantity of programs available and the quality of the product. PBS is offering more hours of programs than have ever been offered to ETV stations, and the videotape and film library services have more depth and variety in programs than ever before. On the PTV quality side, credit must be given to the Corporation for Public Broadcasting and to the Ford Foundation and other agencies for supporting NET, the major ETV producing stations, and the Children's Television Workshop with funds that enabled them to engage and hold creative, skilled people and to budget for a quality product.

Local PTV program production has suffered usually because of a scarcity of funds and manpower rather than for lack of interest or sense of mission. General support grants by CPB are designed to strengthen ETV stations, and as more funds become available to CPB for this purpose, the trend away from local production may be reversed.

Reflecting the many hours devoted to "Sesame Street" and to "Misterogers' Neighborhood," 24% of all PTV hours were directed to the early childhood group. Programs for middle childhood claimed 7% of the hours, youth programs only 4%, and programs for adults 65%.

The adult fare in 1970 was rich in social documentaries, drama and the performing arts, the examination of public issues and consumer problems; it gave access to minority opinion and minority life styles. Rock music found a home on public television, as did Zubin Mehta and Leopold

Stokowski. Panels still weighed in heavily, but PTV increasingly engaged the interest of viewers and provided a wider choice in program fare than had ever before existed in American television.

Instructional Television

In the 1970 survey ITV was defined as "any program designed for in-school or for-credit viewing." Gains in total weekly hours of instructional programming from one biennial survey to another can be expressed in absolute terms—school-time hours in the week multiplied by the number of new stations. The exception to this formula in 1970 was, as noted earlier, the result of inroads made by "Sesame Street" on school-time hours. On ETV stations where "Sesame Street" was broadcast from ten to eleven o'clock in the morning, for example, in-school programs were preempted.

The drop in local production is significant also in ITV. Twenty-seven percent of all ITV programs were locally produced in 1970. This is down from 35.4% in 1968 and from 77.9% in 1962. The quantity and quality of programs available from national sources—essentially, NIT, GPNITL, and MPATI—had bearing on local production, as did availabilities from regional and state networks, but a study in New Trier Township schools in Illinois suggests that the "cottage industry" approach to ITV program production has been a failure to date and the *One Week* survey data seem to bear this out. The study observed further that there seems to be little positive transfer from the ability of some teachers to recognize a "good" program to an ability and willingness to produce one.

In most ETV stations teachers are not asked to "produce" ITV programs, but with rare exceptions the ITV program format in the United States is basically that of a teacher teaching—a teacher, albeit a good one, doing essentially what is done by a teacher in a conventional classroom. It would appear that television in our schools is thought of as a kind of inter-school system or intra-state system for extending the range of the teacher. Production values in some ITV programs often are limited to a "talking face." This misreading of the medium of television is endemic in American education. Television has been forced into institutionalized patterns and is seldom explored for its true potential as something more than a mere vehicle, as something with attributes of its own that can add reality and a sense of process to the abstractions of the classroom. "Sesame Street" has begun to probe its depths and tap its resources and to develop television as an educative force. The NIT series "Ripples," used by most ETV stations, introduces the child to wholly new learning

experiences in a non-didactic way. There are other examples, but, unfortunately, not many.

There is a central question here: Should there be less, not more, local ITV production? To what extent is it educationally viable to continue the "cottage industry" approach to instructional television?

Within the education community these days there is much talk of educational alternatives—the "free form" school, the Parkway experiment in Philadelphia, independent study in a de-schooled society. Perhaps television's potentially greatest contribution to education of the young lies outside of the system. This would require a broader conception of the uses and the power of the medium than it presently enjoys in most circles.

In Sum

As one studies the *One Week of Educational Television* surveys for 1961, 1962, 1964, 1966, 1968 and 1970, the evidence is clear that public television belatedly is emerging as a strong force in American life and has found a place in the main stream of communications flow. Instructional television, on the other hand, captured the imagination of parents and educators when it was first introduced in the late 1950's, but its curve of educational interest and effectiveness flattened out during the 1960's and only now, at the beginning of a new decade, are demonstrations under way that promise to show educators and society a new facet of this lively medium.

Chapter 1

Educational Television

Station Operations

As of March 9-15, 1970 (the survey week of *One Week of Educational Television, Number Six),* 190 ETV stations were known to be broadcasting. That is an increase of 24% from the 153 stations reported transmitting in 1968 by *One Week of ETV, Number Five.* For the 1970 survey, 187 of the stations participated and all data will be reported on this basis.[1]

There was a quantitative increase in programming, in terms of both total hours broadcast by all stations and average hours per station. The 187 stations transmitted a total of 12,217 hours of programming during the survey week, an increase of 43% from 1968. Average broadcast hours per station rose 16%, from 56.1 hours in 1968 to 65.3 hours in 1970.

ETV Broadcasting, 1961-1970

	1961	1962	1964	1966	1968	1970
Number of ETV stations	56	62	88	115	153*	190**
Total weekly ETV broadcast hours	2186	2596	3715	5688	8534	12217
Average hours broadcast per week per ETV station	39.0	41.9	42.3	49.5	56.1	65.3

*152 reporting
**187 reporting

Fig. 1

Weekly Pattern of Broadcasting

A weekly pattern of ETV broadcasting emerges from the findings. Monday through Friday the average station transmits between 11 and 12

1. Data was unavailable from KTEH, San Jose, California; KYVE, Yakima, Washington; and KVZK, Pago Pago, American Samoa.

hours a day. Stations broadcasting during weekends average between six and seven hours a day on Saturday and Sunday; but not all stations transmit on weekends. All stations surveyed are on the air at least four days during the week, and all but two have at least a five-day schedule. Sixty-seven stations broadcast six days a week (the sixth day is almost always Sunday), and 72 stations transmit for the full seven days. Only 11.4% of the total weekly broadcast hours are on weekends, 3.6% on Saturday and 7.8% on Sunday.

Weekend Broadcasting Patterns, 1961-1970

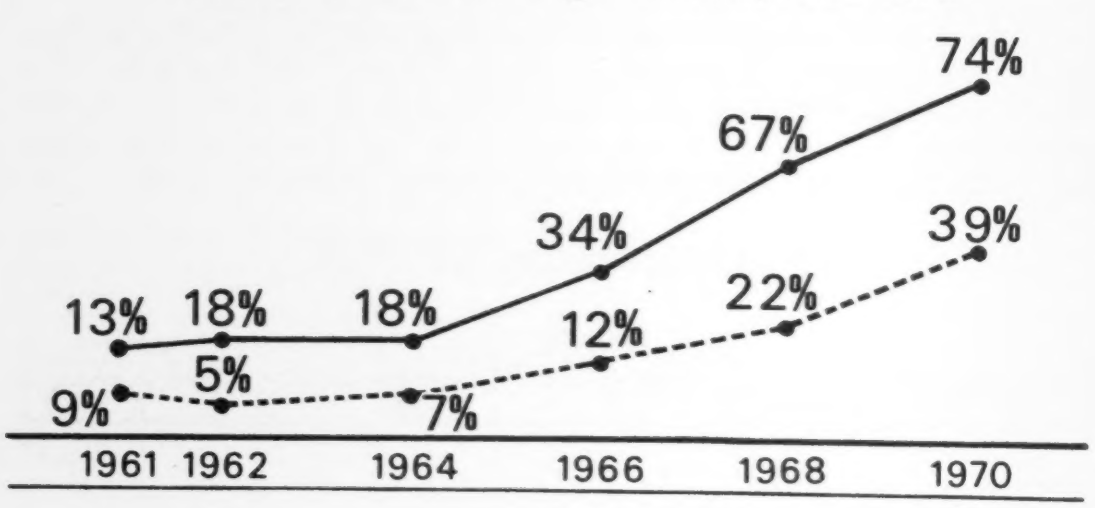


Fig. 2

There are 128 agencies that own and/or operate the 187 ETV stations surveyed. One hundred and eleven are single-station operations. There are six agencies with two stations, three with three stations, one with four stations, three with five stations, three with eight stations, and one with twelve stations. The ownership of stations can be separated into the categories indicated in the graph below. The "Other" category consists of stations with some form of joint ownership, such as those jointly Details of the programming activities for the four major ownership categories can be found in Appendix II, Tables 12-15.

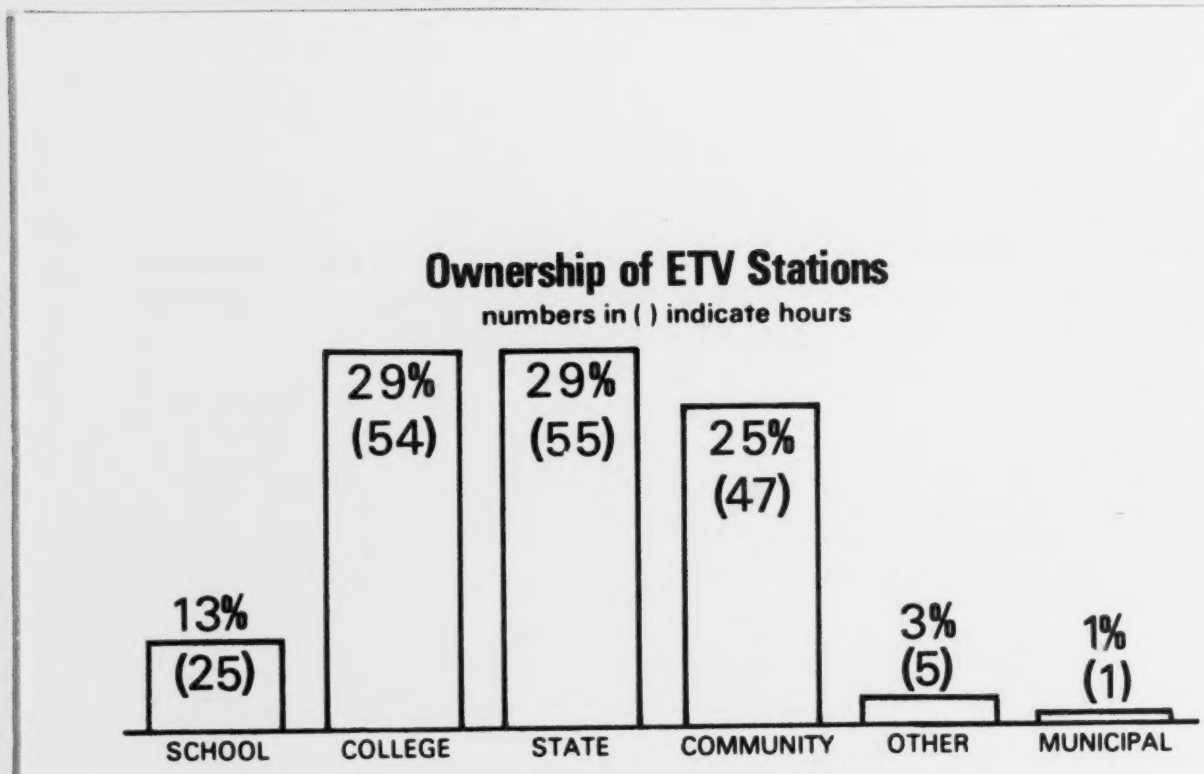


Fig. 3

Anticipated Changes

The 128 agencies that own and/or operate the stations reporting were asked to indicate the changes in programming and facilities/equipment expected within the next year (1970-71). Seven agencies (accounting for nine stations) did not anticipate major changes in physical facilities or equipment during that time. All of the others foresaw at least one major change. Many of the anticipated changes and additions involved color capability. In the table below, the figures in ( ) indicate the number of stations operated by the agencies reporting.

Expected Additions in Facilities or Equipment	Number of Agencies
Color film chain	48 (88)
Color video tape equipment	49 (85)
Local color production capability	32 (60)
Cameras	29 (61)
Video tape recorders	26 (45)
Remote units	25 (38)
New facilities (space or buildings)	25 (36)
New equipment in general	17 (24)
Complete satellite transmitter	8 (20)

Other items listed by the agencies included film equipment, black-and-white television equipment, translators, switchers, a complete 2500 MHz facility, and new audio equipment.

All but three agencies, representing five stations, predicted major additions to their programming during 1970-71. Increases were anticipated

most often in local public affairs programming and ITV. In the table below, the figures in ( ) indicate the number of stations operated by the agencies reporting.

Expected Additions in Programming	Number of Agencies
Local public affairs programming	75 (101)
School programming	40 (77)
Saturday broadcasts	36 (51)
Cultural affairs	36 (49)
Minority-group programming	30 (45)
Children's programming	30 (36)
Sunday programming	19 (31)
Evening programming	19 (21)
Weekday programming	18 (21)
Programming in general	16 (26)
National and international public affairs	11 (11)

Other areas mentioned were continuing education, sports, youth programming, ecology, and audience participation broadcasts.

Twelve of the agencies said also that they expected major decreases in certain program areas within the next year. The areas most frequently mentioned were cultural affairs and ITV, though some anticipate decreases in minority-group programming, local and national news/public affairs programs, Saturday programming, and children's broadcasts.

The participating agencies were requested to rank in order their three major programming needs. The weighted totals emphasize the general need for local public affairs programming. Although only three areas were to be ranked, four programming categories clustered closely together below local public affairs and received a substantial proportion of the total rankings. Listed below are the five most-cited programming needs in the order of their weighted totals.

Local public affairs
Local cultural
Adult education
In-school
Local news

In contrast, the two areas receiving the lowest weighted totals were national news programming and national/international public affairs programming.

Public Television Programming

One of the many effects of the publication of *Public Television: A Program for Action*—the report of the Carnegie Commission on Educational

Television—was to formalize the dichotomy in educational television programming. The "Introductory Note" to that report includes this paragraph:

> The Commission has separated educational television into two parts: (1) instructional television, directed at students in the classroom or otherwise in the general context of formal education, and (2) what we shall call Public Television, which is directed at the general community. (Bantam Books edition, p. xiii.)

The present survey requested that each program be considered either general audience programming (PTV) or school programming (ITV); the latter was defined as "in-school or for-credit." Thus programs broadcast during the school day but not designed for an in-school or for-credit viewing audience (such as "Sesame Street") were considered PTV, and programs broadcast in the evening hours but designed as formal continuing education were designated ITV. According to these categorizations, five of the 187 responding stations broadcast only ITV and four broadcast only PTV.

As indicated previously, the length of the average broadcast week increased from 56.1 hours in 1968 to 65.3 hours in 1970. All of this increase is in the area of public rather than instructional television programming. Characteristically, instructional broadcasting coincides with those fixed times when schools are in session. Since non-commercial television in recent years has filled almost all school hours, any additional programming would be for general audiences. Consequently the longer broadcast week is related to a 65% increase in the total hours of PTV programming. To accomodate more programming stations expanded both the weekday and weekend schedule. In large part, this considerable increase was stimulated by the operation of a national interconnection system.

PTV Programming - 1961-1970

	1961	1962	1964	1966	1968	1970
Total weekly hours PTV	1431	1396	1992	3248	4671	7697
Average weekly hours PTV per station	25.6	22.5	22.6	28.2	30.7	41.1
%of total hours in PTV	65.5%	54.0%	54.0%	57.5%	51.0%	63%

*adjusted figure - see One Week, No.5, p.17

Fig. 4

Sources of PTV Programs

Over the past several years there has been some confusion as to the source of PTV programs. The increases in state, regional, and national networking have served to blur the distinction between agencies transmitting programs to stations for simultaneous or delayed broadcast and the original distribution sources. For this edition of *One Week* an attempt was made to distinguish agencies that actually originated transmissions from those providing programs for transmission. The respondents were given with the following example:

> . . . a program produced by WGBH, placed in distribution by ETS/PS and received by your facility for broadcast through a regional network—CEN—should be noted as coming from ETS/PS.

The sources of public television programming are shown in Figure 5 below. The largest proportion of PTV hours were provided by the national PTV scheduled services and the national PTV library services. These two services consisted of NET in all its forms, ETS/PS, and individual stations and organizations such as CTW, that provided material for the CPB-funded PBS interconnection.

Sources of PTV Programming, 1970

numbers in ( ) indicate hours

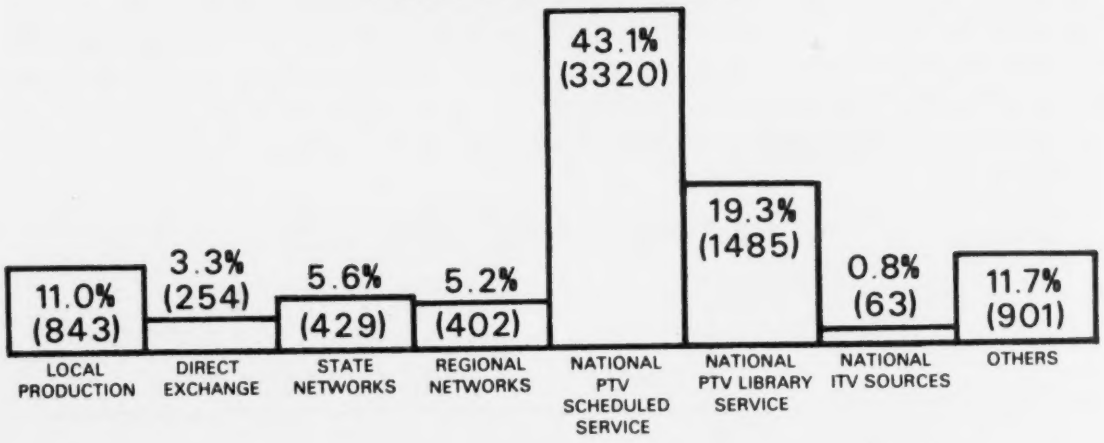


Fig. 5

The 43.1% of all PTV programming distributed by the national PTV scheduled services includes 30.3% from NET, 6.3% NET tape delay service, 0.9% from ETS/PS, and 5.6% from other sources. The 19.3% distributed by the national PTV library services includes 14.6% from

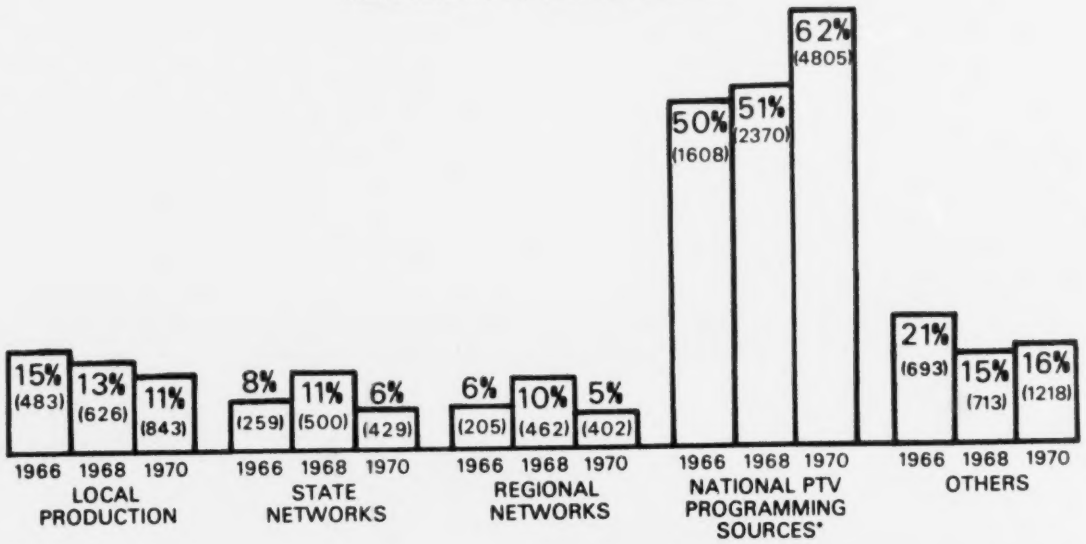
NET Flexible Service (more than half of which consists of "What's New" and "Misterogers' Neighborhood") and 4.7% from ETS/PS. The breakdown within each of these two major categories, however, is not considered accurate. Respondents knew that a particular program was distributed through PBS, but they were not always correct in reporting the source. (A further discussion of the distinction between the transmitting and distributing agencies can be found in Appendix I.)

National school programming sources have almost been eliminated from the PTV area, whereas in 1968 they provided 6.5% of the PTV hours.

Of the major program sources, the national PTV services have shown the greatest increase from previous biennial surveys. Figure 6 below compares the percentages for selected programming sources for 1966, 1968, and 1970. The figures for local production and for state and regional networks are available for 1964, but were not included because comparable adjusted figures could not be obtained for the national PTV programming sources.

Major Sources of PTV Programming, 1966-1970

numbers in ( ) indicate hours



*Figures for 1966 and 1968 have been adjusted to account for all NET programming and all ETS/PS programming hours. Sources are One Week, 1966, and 1968.

Fig. 6

National PTV programming sources account for about 80% of the increase in PTV hours. (The rest of the increase is due largely to the

increase in the number of stations.) Thus, it seems likely that the causative factor in the sharp increase in PTV hours is the additional material produced by the national PTV programming sources for distribution through the PBS national interconnection.

Local production of PTV programs has continued to decrease in proportion to hours broadcast; however, the total hours of locally-produced programming has consistently increased. This increase is almost entirely due to the growth in the number of stations on the air, and only slightly to more local production by individual stations. (See Appendix II, Table 2.)

PTV Local Production, 1962-1970

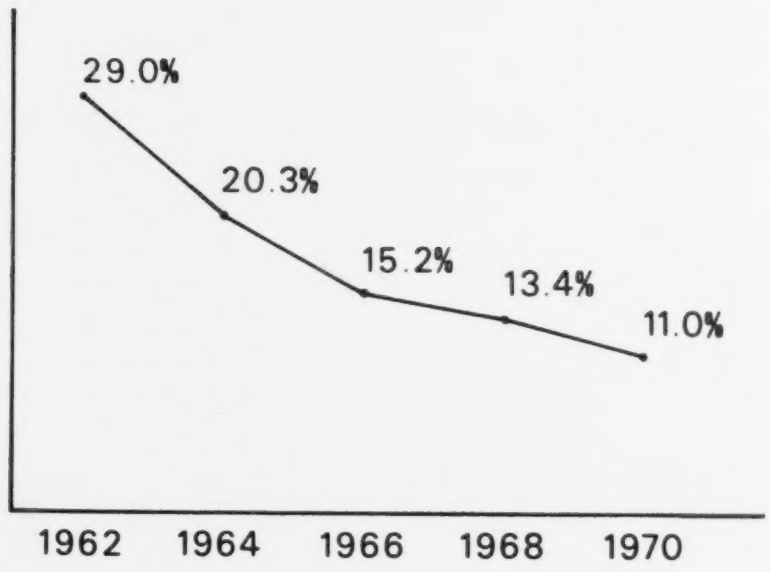


Fig 7

Subject Areas of PTV

Public television's programming emphasis changed sharply in 1970, largely because of "Sesame Street." For the first time, children's programming accounted for more hours of broadcast time than did news/public affairs programming. Nearly a third of the PTV hours are transmitted for children, and almost 60% of this is "Sesame Street." More than 90% of children's PTV programming was distributed by the national PTV program sources.

PTV Hours by Subject Category, 1970

numbers in ( ) indicate hours

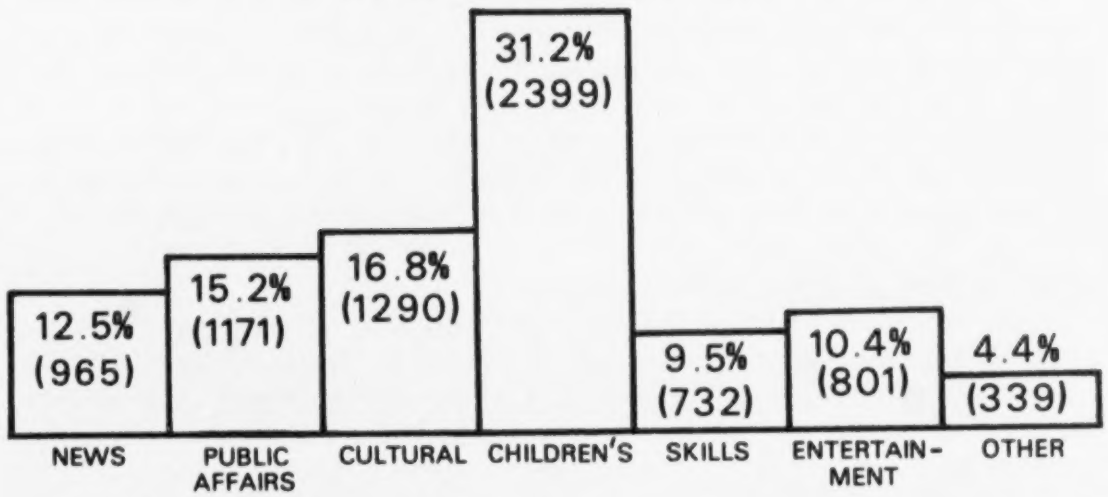


Fig. 8

The "Other" category contains programming that the respondents could not comfortably fit into the titled categories and includes 300 hours of continuing education programs that were not considered ITV (i.e., were not in-school or for-credit programs). The "Entertainment" category consists of 159 hours of feature films, 120 hours of sports broadcasts, and 522 hours of variety formats such as "Soul" and "The Show."

Almost two-thirds of the cultural programs were performances of some kind; three-fourths of all cultural programming was distributed by the national PTV programming services.

The news and public affairs programming was categorized by the respondents in two ways. First, by format:

News reporting	10%
News analysis/discussion	26%
Single-topic news reports	9%
Public affairs documentary	18%
Other public affairs programs	37%

Second, by the geographic scope of the programming:

Local	18%
Regional	10%
National	22%
International	11%
National/international	29%
Other	10%

Less than half (43%) of the news/public affairs programming is obtained from the national PTV services. Twenty-two percent is the result of local production. Since 18% of news/public affairs programming does emphasize local concerns (and, as such, is probably produced locally), some four percent of all news/public affairs hours is probably locally produced programming about other than local issues.

(Additional information concerning the subject areas of PTV programming can be found in Appendix II, Table 11. A comparison of selected subject areas from 1964 to 1970 is located in Appendix II, Table 9.)

Repeats, Use of Color, PTV Audience

Approximately 25% of the PTV hours consists of programs repeated at least once during the preceding seven days. These repeat programs were mostly children's programming and cultural offerings. The proportion of PTV repeat programming remains about the same as that reported in 1968.

The use of color has risen sharply in educational television. In 1968 only 16% of the stations were capable of local production in color; in 1970, 40% had this capability. In 1968, 66% of the stations were able to broadcast in color; in 1970, 83% had that ability. More than 52% of PTV programming was available in color during the 1970 survey week, but since not all facilities were capable of color transmission, just 43% of all PTV hours were broadcast in color. This, nevertheless, is a remarkable increase from the 7.6% reported as color broadcasts in 1968.

The survey also examined the characteristics of the intended PTV audience. The respondents were asked to designate the age group for which each program was broadcast. Listed below are the five age groups and the percentage of programming intended for each.

Early childhood (up to age 6)	24%
Middle childhood (ages 6 to 12)	7%
Youth (12 to college)	3%
College/university	1%
Adult	65%

The respondents also were asked to designate programs broadcast for specific minority-group audiences. They were posed a programming question: Regardless of the original design of the producer, for which special audience was this program transmitted?

Special audience programming totaled 753 hours, less than 10% of the entire PTV schedule. The largest portion of this, 41%, was for the disadvantaged, and "Sesame Street" accounted for more than 95% of these program hours. The second largest was the 40% in the "Other" category; almost all of this was non-credit continuing education programming. The

remaining 19% was divided among blacks, senior citizens, Mexican-Americans, and others. A complete breakdown is given in Appendix II, Table 7.

Instructional Television Programming

Instructional television (ITV) programming was defined, for the purposes of this survey, as programming designed for in-school or for-credit viewing. Therefore, certain programs broadcast during the school day (such as "Sesame Street") were not considered ITV. Other programs transmitted in the afternoon or evening hours (such as in-service training for teachers and high school equivalency programs) were classified as instructional television if they met the criteria of in-school or for-credit viewing.

The amount of ITV programming has increased 17% since the 1968 survey. This is due entirely to the growth in the number of stations on the air. The average number of hours of ITV per week per station declined slightly, from 25.4 in 1968 to 24.2.

ITV Programming, 1961-1970

	1961	1962	1964	1966	1968	1970
Total weekly hours ITV	755	1200	1723	2440	3863	4520
Average weekly hours ITV per station	13.8	19.3	19.6	21.2	25.4	24.2
% of total hours in ITV	34.5%	46.0%	46.0%	42.5%	49.0%*	37.0%

*adjusted figure - see One Week, No.5, p.24

Fig.9

Unlike that of public television, the amount of ITV programming, as ETV stations currently schedule it, cannot markedly expand. More than 90% of instructional television is broadcast during the school hours on Monday through Friday. The parameters of the instructional day and the school week seem to form the limits of in-school instructional broadcasts.

The decrease in the weekly average of ITV hours is due to the impact of "Sesame Street" on the school television schedule. More than 600 hours of "Sesame Street" were broadcast during weekday in-school hours.

If this had been considered instructional programming, the ratio of PTV to ITV, now 63/37, would be 58/42, and the amount of ITV transmitted by the average station would be 27.5 hours per week, an increase of more than two hours. Thus, the Children's Television Workshop materials have both increased the amount of PTV programming available and decreased the amount of transmission time available for in-school services.

Sources of ITV Programs

As discussed in the section on public television programming, the 1970 *One Week* questionnaire attempted to distinguish between the agency that actually transmitted the signal and the agency that had provided the program to be transmitted. Figure 10, below, shows the sources of ITV programming in 1970. National ITV sources (essentially GPNITL, NIT, and MPATI) were the largest source of the ITV programming, accounting for 36% of the total hours.

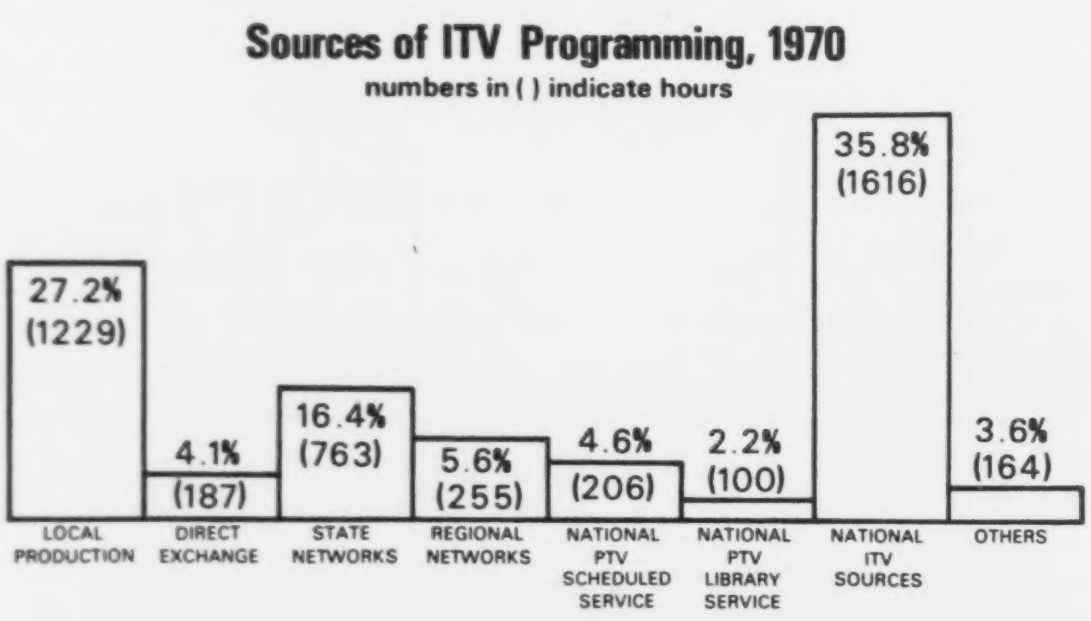


Fig. 10

Figure 10 should be considered reasonably accurate in differentiating between the transmitting agency and the distribution source of instructional television programs. For additional information and further explanation, see Appendix I (Methodology).

In the 1968 survey, confusion between the transmitting and distributing agencies apparently inflated the proportion of material from the state

networks, while minimizing the program hours distributed by the national ITV sources. As Figure 11 below illustrates, the separation of the transmitting and distributing agencies in 1970 reversed the proportion of ITV hours from state networks and national ITV sources. The figures for local production and state and regional networks are available for 1964 and 1966 but are not included in Figure 11 because comparable figures are not available for national ITV and PTV sources. These comparisons can be found in *One Week, Number Five,* 1968, p. 21.

Sources of ITV Compared, 1968-1970

numbers in ( ) indicate hours

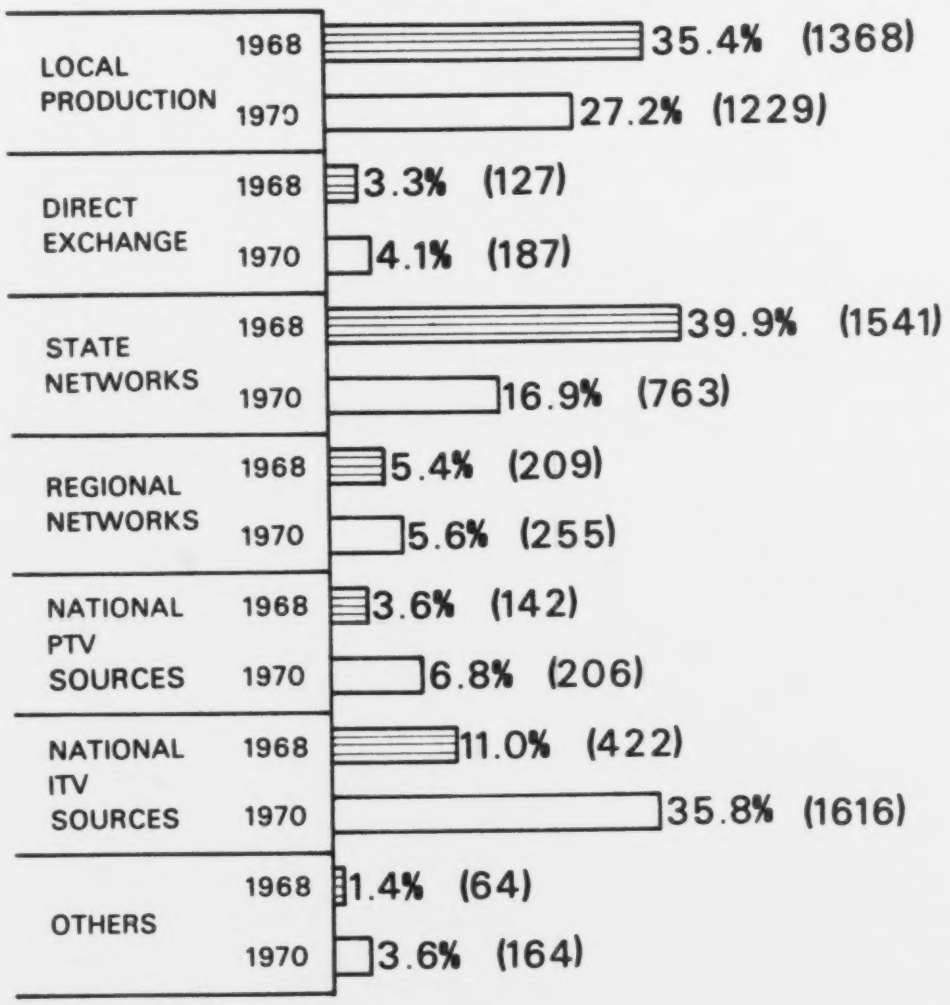


Fig. 11

The proportion of locally produced ITV programming continued to decline. In 1970 only 27% of ITV program hours were produced by the local stations. The actual number of hours of local production also showed a decrease. This is reflected in the reduction from 9 hours to 6.6 hours of locally produced ITV programs broadcast each week by each station. (See Appendix II, Table 2.)

ITV Local Production, 1962-1970

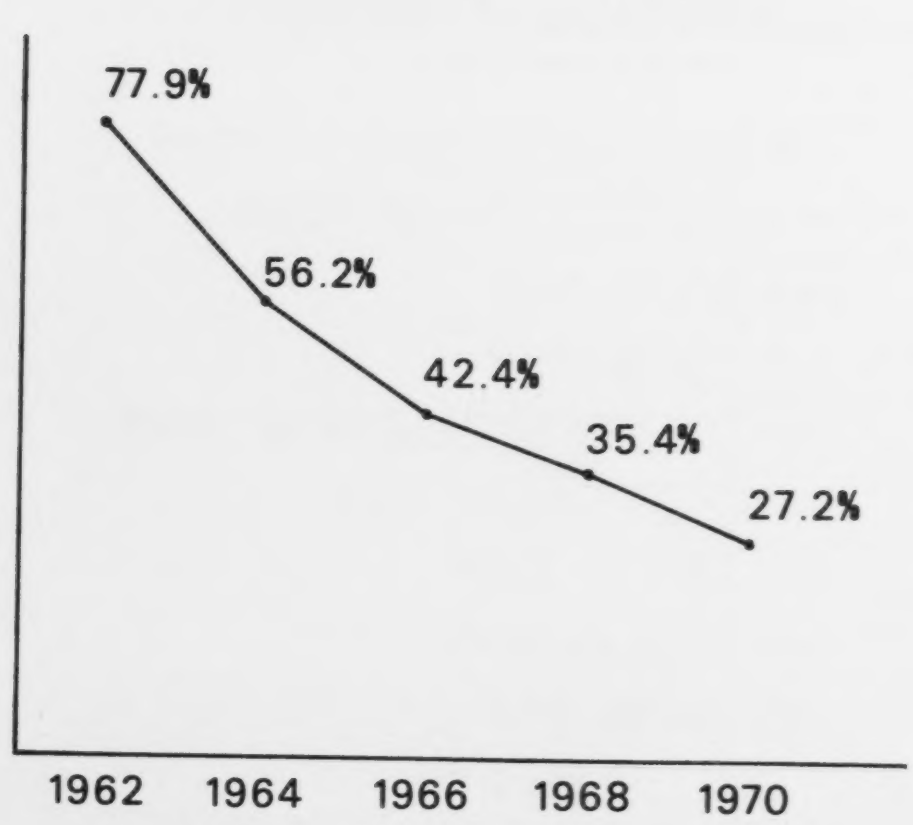


Fig. 12

ITV Subject Areas

More hours of instructional television were devoted to the social and behavioral sciences than to any other general subject area. This is the first time that the physical sciences did not account for the largest proportion of ITV hours.

Subject Area of ITV Programming, 1970

numbers in ( ) indicate hours

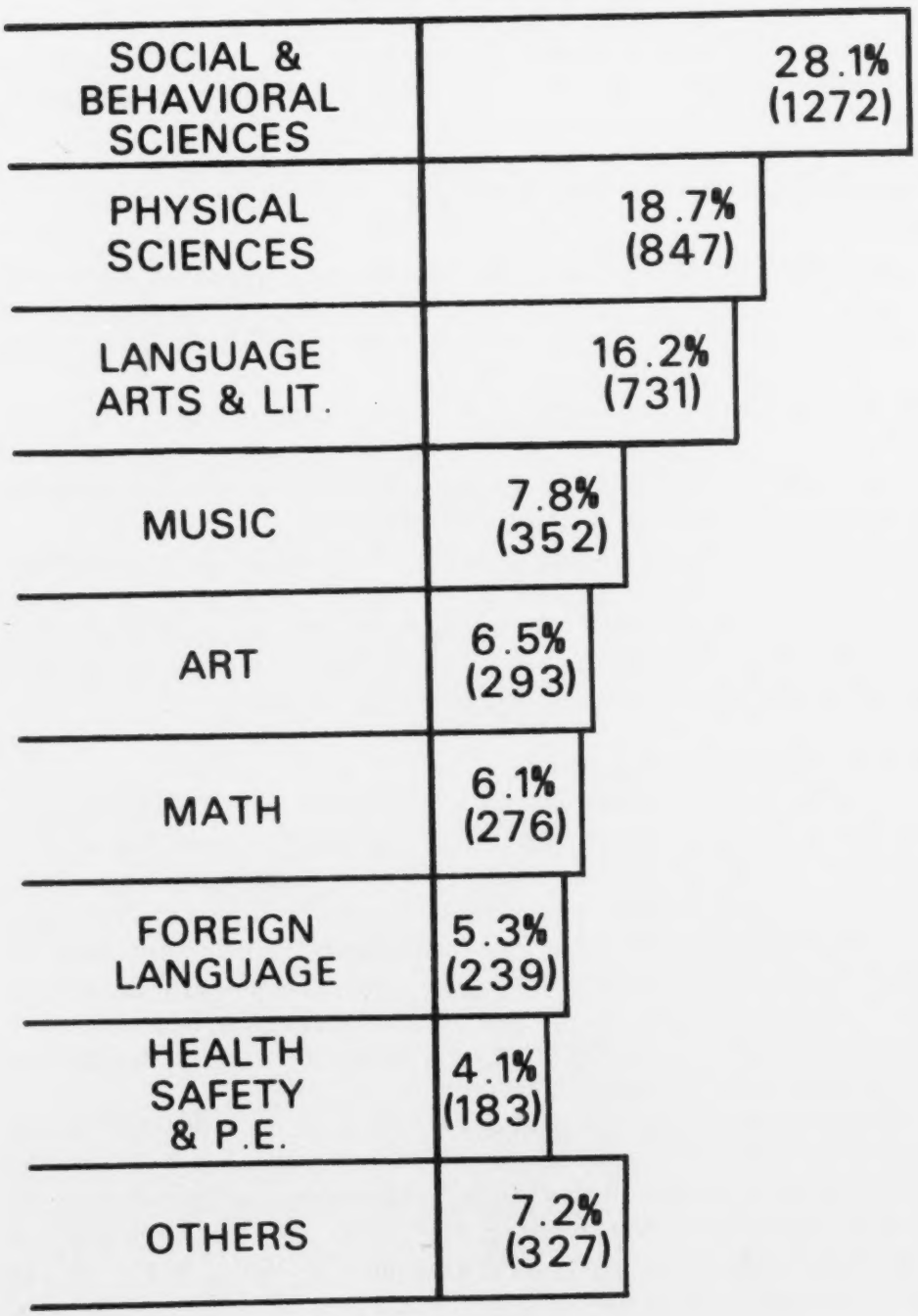


Fig. 13

For the sake of convenience and comparison, certain subjects were combined. The health and safety and physical education category contains 41 hours of physical education and 142 of health and safety programming. The social and behavioral sciences category contains 51 hours of education and 157 hours of news programming. The language arts and literature category includes 20 hours of theater, 244 hours of literature, and 467 hours of language arts programming. The "Other" category consists of 8 hours of home economics and almost 300 hours of kindergarten and pre-kindergarten ITV materials that have no single subject area for the total program.

(Additional information concerning the subject areas of ITV programming can be found in Appendix II, Table 11. A comparison of selected subject areas from 1964 to 1970 is located in Appendix II, Table 10.)

Forty-nine stations reported that they transmitted 94 hours of vocational education as part of their instructional schedule. This is slightly more than two percent of the total ITV schedule and is divided between the adult audience and senior high school students.

Continuing education accounted for 9.6% of the total ITV hours broadcast during the survey week. Of these 434 hours, 39% were in-service materials for teachers, 31% were university extension programs, and 8% were high school equivalency courses. For a complete analysis of continuing education programming, see Appendix II, Table 8.

Repeats, Color, Service to Schools

The proportion of ITV hours devoted to repeats of programs broadcast during the preceding seven days was up slightly over the 41.3% reported in 1968. In the 1970 survey week, 45.6% of all instructional television was repeat programming. It is noteworthy that 61% of the ITV hours consisted of programming that had been transmitted earlier but prior to the preceding seven days. Some of this was new programming broadcast during the first semester of the school year and repeated during the second semester, but much of it was programming that, like certain textbooks, has become a standard instructional resource.

Color ITV broadcasts have increased ten-fold since *One Week, Number Five* reported that 0.9% of instructional television programs were broadcast in color. Because of the cost of color production and the expense of providing color receivers to the schools, ITV color programming has not increased as rapidly as PTV color programming. In 1970, 10.6% of the ITV program hours were available in color, but since not all stations were capable of transmitting them in color, the percentage of ITV color broadcasts was 9.3%.

Most (85%) of the ITV programming was accompanied by related print materials such as teacher guides, workbooks, and other materials. Teacher guides were provided for 78% of the ITV hours, student workbooks for another 3%.

As in previous years, the greatest amount of programming was scheduled for the intermediate grades (4-6).

ITV Programming by Grade Level, 1970

numbers in ( ) indicate hours

Fig. 14

There has been a growth in the proportion of programming scheduled for the primary grades. This increase in primary level programming is undoubtedly a reflection of the growing interest in early childhood education. As noted above, almost 300 hours of programming were offered to the pre-kindergarten and kindergarten child.

(For a comparison of the grade levels of ITV programming from 1966 to 1970, see Appendix II, Table 6. For a comparison of the audience of PTV and ITV programming by age levels, see Appendix II, Table 5.)

Fewer than 7% of the ITV hours were directed towards a special or minority group audience. More than two-thirds of the 300 special audience hours were intended for continuing education classes. The remaining third was scheduled for the disadvantaged, blacks, Mexican-Americans, and the handicapped. A complete analysis can be found in Appendix II, Table 7.

The services provided to the schools by educational television stations have increased over the past two years. About three-fourths of the stations

have expanded service to additional grades and increased the number of schools served.

In the area of ITV utilization, 18% of the stations reported holding regular workshops for teachers participating in the school service. An additional 56% indicated that workshops were held when they were needed or requested. Staff visitations to schools were regularly scheduled by one-third of the stations, and an additional 53% visited schools when requested or when the need was determined. During the 1969-70 school year, one-half of the stations conducted dissemination meetings for the schools in their coverage areas to discuss the broad issues of instructional television follow-up and utilization.

Chapter 2

Instructional Television Fixed Service

2500 Megahertz Activities

Instructional Television Fixed Service (ITFS) is a multi-channel, over-the-air television service established by the FCC in 1963. It occupies the 2500-2690 megahertz band in the spectrum, making available 31 channels to meet the needs of education for a low-cost instructional service with the option of using more than one channel at a time. The educational communications organizations, especially the Joint Council on Educational Telecommunications, have recently argued for official FCC action to "regularize" the use of this spectrum band solely for instructional/educational activities.[1] The 2500 MHz band took on new importance to the educational broadcaster when the FCC reversed an earlier decision and proposed to the State Department that this spectrum allocation be reserved for educational and public service material in future international satellite agreements. It may be that the 2500 MHz band will be used in the near future not only as a short-range, ground-to-ground educational service, but also as a satellite-to-ground connection for the same purpose.

A survey of ITFS activity was included in *One Week of ETV* for the first time in 1968. A second ITFS survey is part of this project. As in 1968, a complete census was not possible. The most useful listing of ITFS installations, outside of FCC records, was chosen to reach 41 agencies operating ITFS facilities.[2] Thirty-five agencies responded, but three of these were no longer in operation and only 27 of the remaining 32 answered fully enough to warrant inclusion in this survey. These 27 agencies operate 43 ITFS installations.

The survey of ITFS facilities for this issue of *One Week,* as well as the 1968 survey, was to have been a complete census of ITFS operations. Neither reached this goal. This may suggest the more informal and less structured nature of these broadcast organizations. Although the data on ITFS operations from the 1968 survey are available in *One Week of ETV, Number Five,* comparisons with the 1970 data were not made; for without additional information for both years, comparisons would not be appro-

1. *JCET News,* October, 1970, Joint Council on Educational Telecommunications, 1126 Sixteenth Street, N.W., Washington, D.C. 20036.

2. *Television Factbook, 1970,* Television Digest, Inc., 2025 Eye Street, N.W., Washington, D.C. 20006.

priate. The information on ITFS operations that follows should be considered a survey of the field for the 1970 period—a status report. It is hoped that more comprehensive data will be available from ITFS operations in future studies of this nature.[3]

Utilization of Channel Capacity

Authorized channel capacity per installation	Number of channels utilized per installation	Number of facilities actually using channels
1 / Total=3	1	3
2 / Total=9	1 2	6 3
3 / Total=15	2 3	1 14
4 / Total=13	1 2 3 4	1 2 2 8
5 / Total=3	5	3

Fig. 15

3. An extensive survey of ITFS facilities and operations has been published in a recent *EPIE Report*. In addition to discussions of the history, functions, and implications of ITFS, the report contains a supplement describing the operations of 65 agencies identified as operating 119 ITFS installations. A comparison of available figures suggests that the 1970 *One Week* data are representative of the population of ITFS operations. Furthermore, the emphasis of *One Week* is programming, while that of the *EPIE Report* is function and operations. See, *EPIE Report,* January, 1971, Educational Products Information Exchange, 386 Park Avenue South, New York City 10016.

Of the 27 ITFS agencies responding to this survey, 20 were public schools or school systems; they accounted for 27 of the 43 ITFS installations. Two parochial school systems with eight facilities also returned questionnaires. In addition, five colleges with eight installations responded.

ITFS installations are usually capable of broadcasting on more than one channel simultaneously, but not all channels available to the ITFS facility were in use during the survey week. Three stations could use only one channel; nine were capable of using two channels; fifteen had three channels available; thirteen had four; and three had five. However, ten installations actually used only one channel during the survey week; six employed two channels; sixteen used three; eight used four; and three installations used five channels. Thus, of the 133 channels available, 16 were not used. Figure 15 compares the number of channels authorized and available for use with the actual utilization patterns during the survey week.

ITFS Programming

As could be expected, ITFS operations were on the weekdays. Twenty-five of the twenty-seven systems operated on each of the five days. No weekend programming was reported by any agency. A total of 1058 hours of programming was broadcast by the respondents and was distributed during the week as follows:

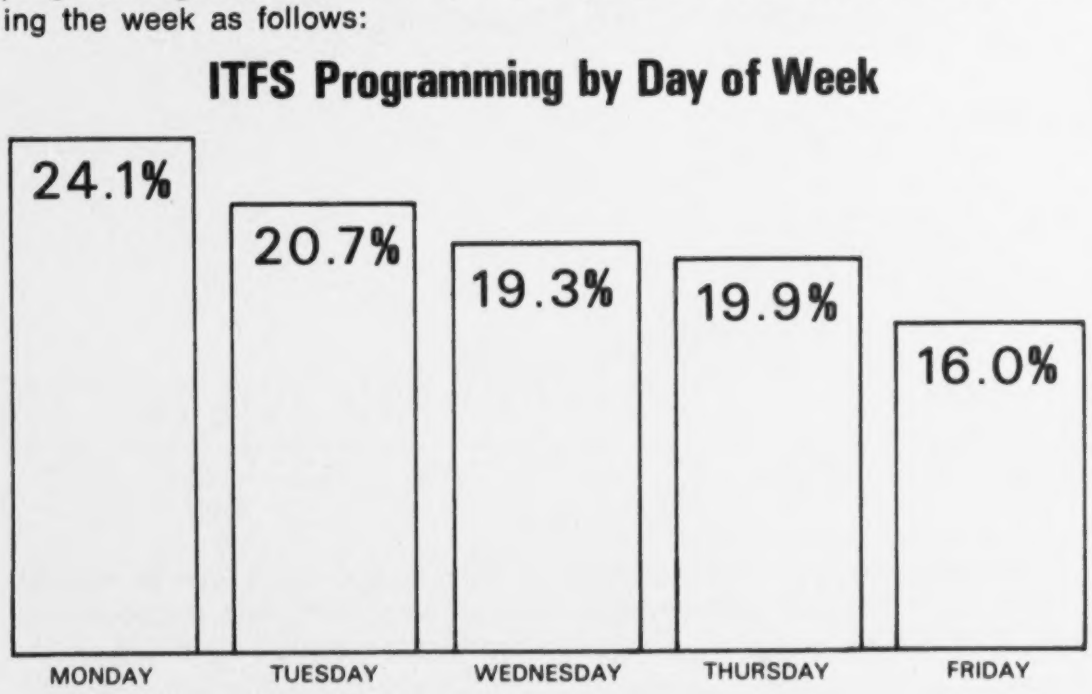


Fig. 16

Almost all ITFS programming (96.4%) was transmitted during the school day. Eight agencies broadcast a small amount (2.8%) during the late afternoon, and three broadcast less than one percent of the total hours during the evening. Live programming accounted for only 5.3% of the total. Repeats of programs transmitted within the preceding seven days accounted for one-third of the programming. Programs broadcast in previous years (or semesters) amounted to 54.6% of the schedules. Only six of the ITFS installations broadcast color programming and this amounted to only four percent of the total hours. However, almost eight percent of the programming was available in color. Five agencies expect to add color equipment by June, 1971.

The programs transmitted over the 117 channels in use were obtained from two major sources. Local production accounted for 42.1% of the ITFS broadcast hours and the national ITV sources provided almost the same amount. The distributors of the remaining program hours were state networks (6.1%), other ETV stations and networks (6.2%), and other sources (5%). The "Other" sources include programs picked up off-air or off-cable from commercial and educational television stations. (For a breakdown of the distributors, see Appendix II, Table 16. See Table 17 for an analysis of off-air and off-cable pickups.)

Subject of ITFS Programming, 1970

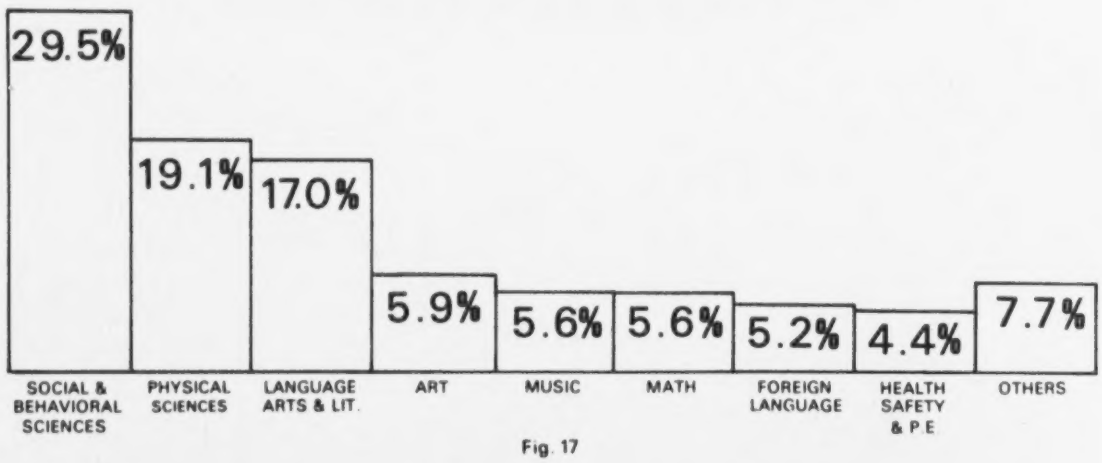


Fig. 17

Since all of the ITFS facilities in this survey were owned and/or operated by educational institutions and organizations, one might expect that all of the programs would be categorized as instructional television. However, as noted above, programs were transmitted in the late afternoon and evening hours, and programming was obtained from commercial and ETV stations. The respondents, in fact, reported that 7.6% of the program

hours were PTV rather than ITV. The PTV programs were primarily children's materials (mostly "Sesame Street") and news/public affairs programming.

The other 92.4% of the programming was instructional television. The distribution of instructional programming for ITFS facilities is approximately the same as that for ITV broadcasts by ETV stations. Again, certain subjects were combined for the sake of convenience and comparison. A complete breakdown of ITFS programming can be found in Appendix II, Table 19.

As shown below, the largest amount of ITFS programming (27.7%) was offered for the intermediate grades (4-6). Proportionately fewer hours were scheduled for the primary grades (kindergarten to 3) by ITFS facilities than by the instructional services of ETV stations.

ITFS Programming by Grade Level, 1970

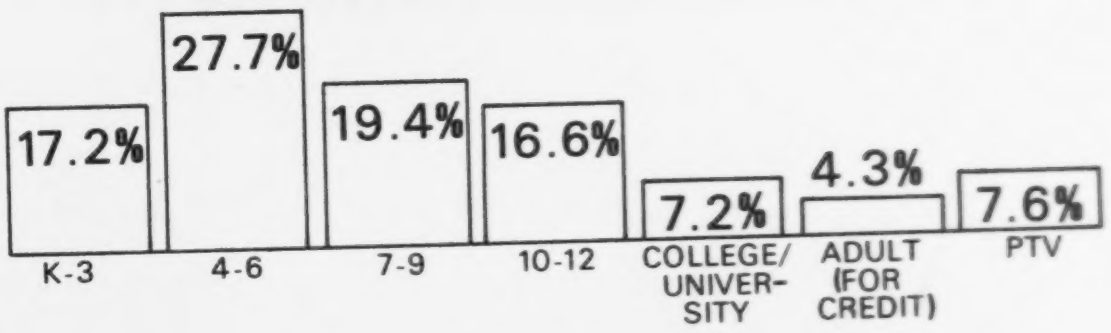


Fig. 18

ITFS programming scheduled for a special or minority group audience amounted to 8.5% of the total hours. Eighty percent of the special audience programming was offered as adult education or was composed of special in-service materials. The remaining hours were scheduled for blacks, Mexican-Americans, and the disadvantaged. Each of these three groups was the intended audience for less than one percent of the total ITFS programming hours.

Related print materials accompanied more than 75% of the ITFS programming. Teacher manuals were supplied with 63%.

ITFS activities vary from the small one-channel operations to networks covering large metropolitan areas. This is reflected in the financial operations of the agencies. Twenty-two agencies operating 35 ITFS installations reported their annual programming budgets, and these ranged from $15,000 to $575,000. The mean budget was $100,727 and the median

was $50,000. Two agencies indicated that they did not have a budget for their operations that was separate from general education funding.

The production of local programs occupies a major role in the activities of ITFS systems, since local production is the major single source of programming. Nineteen agencies operating 31 installations provided estimates of the cost of a 30-minute locally-produced program. These ranged from $30 to $2,000. The mean cost was $391 per half hour, and the median cost was $200.

The activities of ITFS agencies have expanded during the past two years. About two-thirds of the agencies were transmitting to schools and grades not serviced in previous years.

In the area of ITV utilization, 81% of the agencies reported holding workshops for teachers in their service area. About one-fourth of the agencies held these workshops on a regular basis. Seventy-one percent of all ITFS agencies made visits to schools receiving their signal, and 29% did it on a regular basis. About two-thirds of the agencies responding held major dissemination meetings for the staffs of the schools in their area.

Chapter 3

Closed-Circuit Television

CCTV in Education

For the 1968 *One Week* survey, 88 closed-circuit television facilities in educational institutions were selected to represent the more than 600 known systems in the United States. These CCTV installations were identified through the NEA's *A Survey of Instructional Closed-Circuit Television.*[1] Forty-four, or one-half of the sample, responded. It is likely that many of those not responding were minimal or experimental operations or were systems not functioning as instruments of mass communications.

Since the 1967 NEA survey, no census of CCTV operations in education has been attempted, and thus the only source for identifying the CCTV installations remains the 1967 NEA publication. Because no other listing was available from which to make another random sample, and because a longitudinal study of the 1968 sample could provide additional data on the stability of CCTV operations, the 1970 *One Week* survey also used the 1968 list.

This time 65 of the 88 responded either by letter, questionnaire, or telephone. Thirty indicated that they no longer had CCTV facilities or were no longer using the CCTV facilities available to them; 11 of these agencies had responded in 1968. Thirty-five agencies sent back complete programming and questionnaire information; 21 of these were also respondents in 1968.

Because of the limited knowledge of the population of CCTV operations in education during 1970, and because this survey did not include the instructional efforts of business and industry through CCTV, the data below should be thought of as only a rough approximation of the CCTV programming activities in 1970. Only a few comparisons can be made with the 1968 results, since the size of the sample responding to the questionnaires has diminished significantly.

Closed-circuit systems have found greater acceptance, proportionately, in colleges and universities than in school systems. This is reflected in the ownership of the 35 responding CCTV installations. Twenty were owned by colleges or universities, eleven by schools, three by states, and one by a municipality.

1. Wigren, Harold E., Henry T. Ingle and Michael Molenda, Division of Audiovisual Instruction (now AECT), National Educational Association, Washington, D.C., 1967.

One of the advantages of closed-circuit television is the flexibility afforded by multiple channels. With several channels at his disposal, the CCTV user can transmit simultaneously as many programs as he has channels. Notwithstanding, almost two-thirds of the respondents transmitted on only one or two channels. Even those agencies with much greater transmission capability did not take full advantage of their multiple channels. Eleven agencies had only one closed-circuit channel available to them; six had two. Five agencies had three channels, six agencies had four channels, two had five channels, and two had six. Three other agencies had respectively eight, ten, and twelve channels.

Utilization of Channel Capacity

Available channel capacity per installation	Number of channels utilized per installation	Number of facilities actually using channels
1 Total=11	1	11
2 Total=6	1 2	3 3
3 Total=5	2 3	2 3
4 Total=6	3 4	1 5
5 Total=2	3 5	1 1
6 Total=2	2 4	1 1
8 Total=1	8	1
10 Total=1	1	1
12 Total=1	2	1

Fig. 19

During the survey week 33 of the 114 available channels were not used. Fifteen installations used only one channel and seven used two. Five agencies used three channels; six used four; one used five; and one used eight. Figure 19 below compares the channel capacity available for each CCTV operation with the actual number of channels used during the survey week.

The thirty-five CCTV installations responding transmitted a total of 928.2 hours during the survey week, averaging 26.5 hours each week for each installation. In 1968 the total was 985.9 hours from 44 facilities, and the average was 22.9 hours per week. The increase in average hours may have come about because the smaller installations either ceased to operate or did not choose to respond.

CCTV Programming

Almost all of the CCTV programming was broadcast during the weekdays (Monday-Friday). Twenty-eight of the 35 facilities carried programming for at least the full five-day period; the remaining seven installations had a three- or four-day week. Four facilities transmitted programs on Saturday.

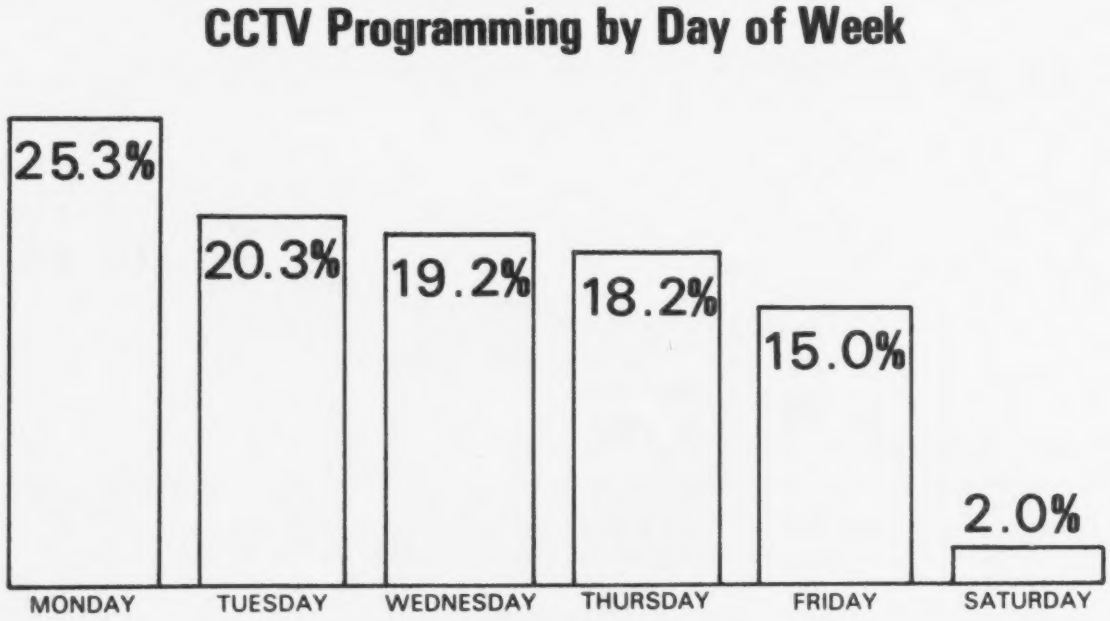


Fig. 20

The great majority of the program hours (90%) were, predictably, during the instructional day. Eight agencies carried five percent of the

program hours during the late afternoon, and five facilities transmitted the remaining five percent during the evening. Slightly more than eight percent of the program hours were live and only 13 of the 35 facilities did any live transmissions at all. Fewer than one-half (42.5%) of the program hours were of materials that had been transmitted at least once during the preceding seven-day period; almost two-thirds were repeats from previous years (or semesters).

Color transmissions totaled 4.2% of the programming, whereas 11.6% of the program hours were available in color. Only seven agencies had color transmission capability. By June 1971, seven of the CCTV systems expect to have color video tape equipment; six expect to add color film chains; and two expect to have local color production capability.

More than one-half of the program hours transmitted by the CCTV systems were locally produced materials. This, however, is a reduction from the 72.4% local program production reported in 1968. The national PTV and ITV programming agencies increased their shares of the programming hours over the past two years.

Sources of CCTV Programming Hours

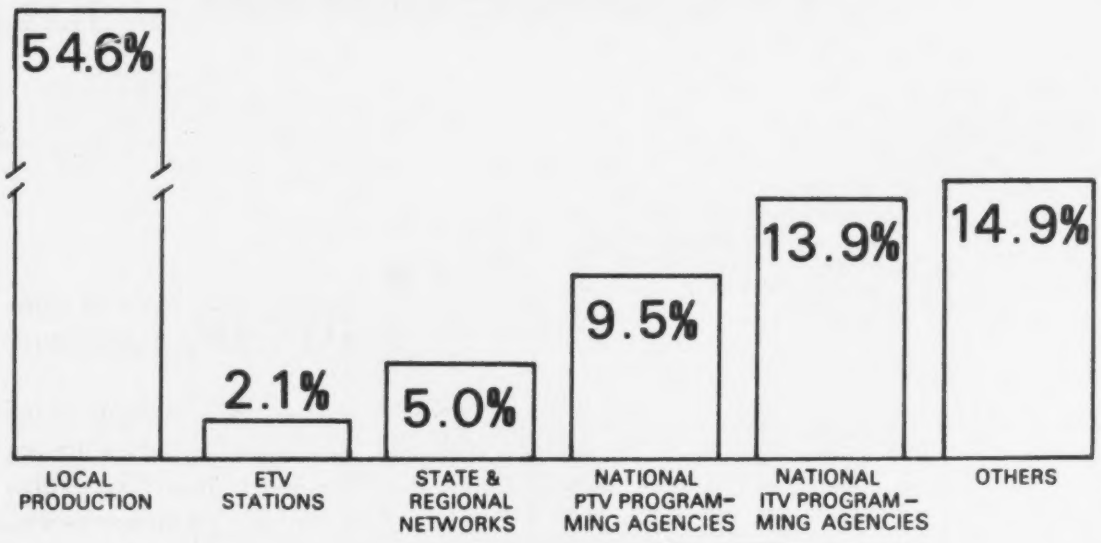


Fig. 21

The "Other" category includes programs picked up off-air or off-cable from commercial or educational television stations. (See Appendix II, Table 17 for an analysis of off-air and off-cable pickups.)

Since all of the CCTV installations selected were owned and/or operated by educational organizations, it is significant that 10.2% of the CCTV programming was categorized as PTV rather than ITV. Eight of the 35 facilities transmitted PTV programming, mostly children's programming ("Sesame Street"), skills programming, and entertainment presented during the late afternoon and evening hours. This programming was obtained primarily from commercial TV and the national PTV agencies.

The remaining 89.8% of the CCTV programming was scheduled for in-school audiences. The subject area most heavily represented was the social and behavioral sciences; then came the physical sciences and language arts and literature. This order is the same as that of the 1968 survey.

Subject Area of CCTV Programming, 1970

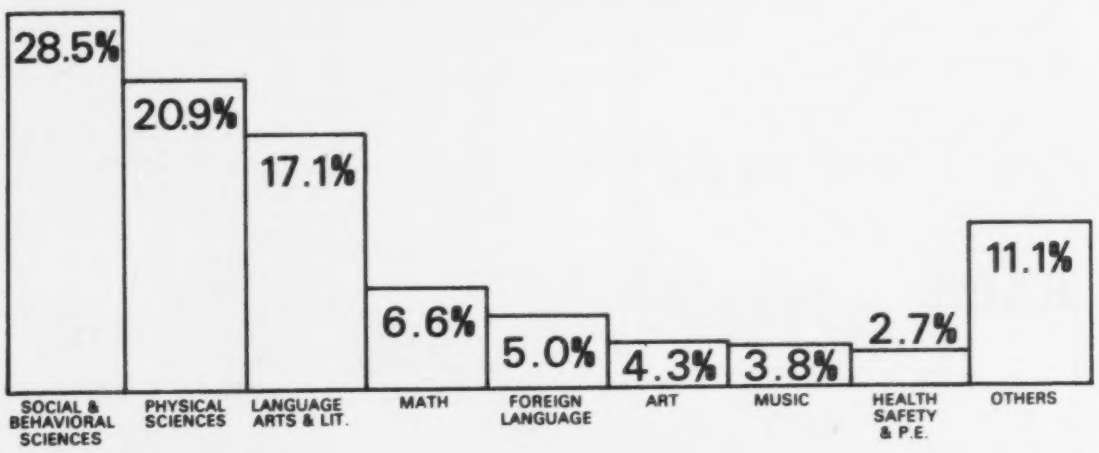


Fig. 22

Once more, certain subject areas were combined for the sake of convenience and presentation. A complete breakdown of CCTV programming can be found in Appendix II, Table 19.

Since most of the CCTV facilities responding to this survey were owned and/or operated by colleges and universities, the largest segment of the audience consisted of college students. However, the proportion of college programming dropped sharply from 55.7% in 1968 to 32.4% in 1970. There is no apparent reason for this decrease, but the difference seems to be taken up by programming for the high school grades (10-12); its share of hours increased from 16% in 1968 to 25.4% in 1970.

The PTV programming described in Figure 23 was transmitted primarily for kindergarten or pre-kindergarten children and for the general adult audience. Less than two percent of the instructional hours were

devoted to vocational education programming. Only three and one-half hours of programming were directed specifically at a minority group; 6.8% of the total hours consisted of continuing education or in-service programs.

Grade Level of CCTV Programming, 1970

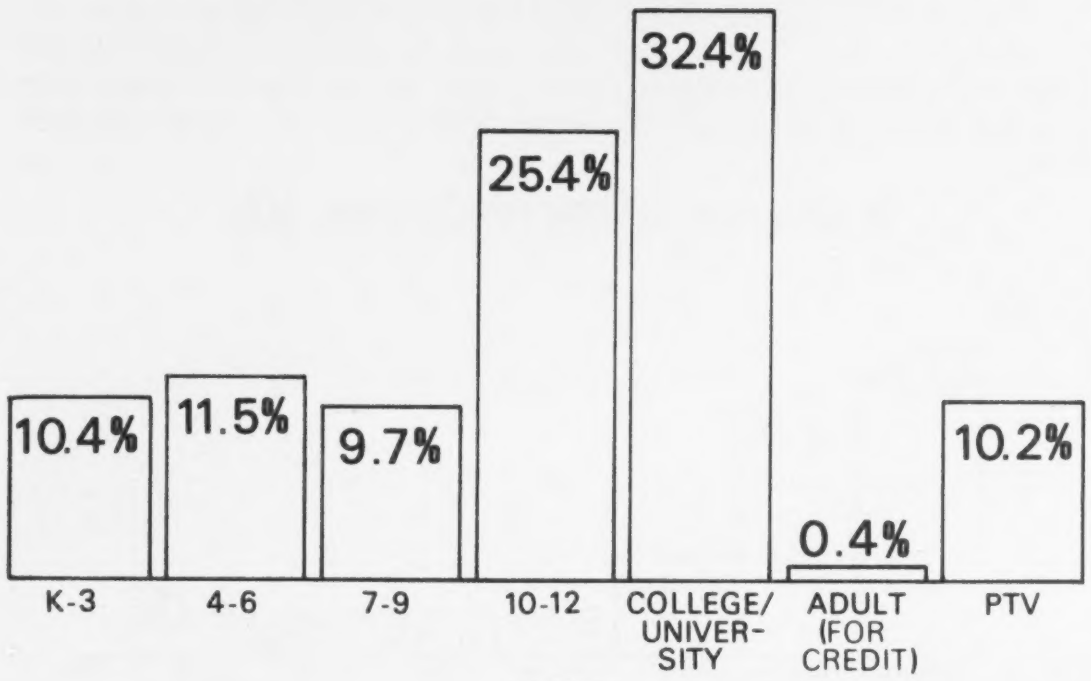


Fig. 23

Related print materials designed to accompany instructional programming were found less frequently for CCTV operations than for ETV or ITFS programming. Almost half of the programming was not accompanied by supporting materials. Teacher guides were available for 37% of the program hours.

The wide difference in the amount and scope of programming activities undertaken by these closed-circuit agencies is a reflection of their budgets. Fifteen of the 35 CCTV agencies provided annual budget figures, and these ranged from $3,300 to $100,000. The mean budget was $35,867 and the median was $34,000. Five agencies indicated that they did not have a budget for their operations that was separate from general education funding.

More than one-half of the programming transmitted by closed-circuit systems was locally produced, and 18 of the 35 CCTV operations provided estimates of their costs for a 30-minute local production. These ranged

from $25 to $500. The mean cost was $166 and the median cost was $160. Six of the systems indicated that they have no budget for local production.

The activities of the CCTV facilities have expanded over the past two years. Of the 35 systems surveyed, 43% were offering courses for grades not served two years before; 34% were providing programming to schools not served before; and 66% were offering courses not offered previously.

The informal nature of closed-circuit activities should be considered in interpreting the following information provided by the respondents. Most of the CCTV agencies conducted workshops for teachers. Eleven percent held them on a regular basis and 43% conducted them as the need arose. Staff visitations to classrooms using CCTV programming were scheduled on a regular basis by 11%, on an irregular basis by 43%. Forty percent of the CCTV agencies had held formal dissemination meetings in the past year for the staffs of the schools using their programming.

Appendix I Methodology

The 1970 *One Week of ETV* survey was designed to obtain operating and programming information on all ETV stations, all ITFS installations, and a sample of CCTV operations. To obtain data comparable with that of previous *One Week* projects, March 9-15, 1970, was selected as the survey week. Questionnaires were mailed to the respondents two weeks before the survey period. They contained 24 questions about the overall operations of the station or facility, and 24 questions for each program transmitted during the sample week.

Complete questionnaire returns were submitted by 187 of the 190 ETV stations, 27 of the 41 known ITFS operations, and 35 of the 88 CCTV systems sampled. The station operations questionnaires were coded and the data keypunched. The program information forms completed by the respondents were edited and then keypunched. The result was almost 30,000 IBM cards. Of these, some 25,000 were obtained from ETV programming, one card for each program broadcast. These cards were transferred to magnetic tape. FORTRAN computer programs were designed at Indiana University's Research Computer Center and run on its CDC 3400/3600 system. Additional programs were run on Indiana University's CDC 6600.

One of the problems encountered in studies of television programming is the lack of specific, well-defined terminology in this field. Traditional categories such as cultural and entertainment programs are not valid "subjects" of programming, but rather generic categories for placing various kinds of programming under a convenient rubric. In this survey, respondents were requested to place each program within the traditional category system and also to place it in one of 20 mutually exclusive subject areas. Thus, a program categorized as "cultural" would also be classified as art, or music, or drama, or even news of cultural affairs.

Another definitional problem is the source of the program transmitted. A distinction was drawn between the agency that actually transmitted the signal and the agency that had provided the program to be transmitted. The example used in the questionnaire to emphasize this differentiation was:

> . . . a program produced by WGBH, placed in distribution by ETS/PS and received by your facility for broadcast through a regional network—CEN—should be noted as coming from ETS/PS.

Here, WGBH is the producer, ETS/PS is the distributor, and CEN is the transmitting agency.

One can see the need for a distinction between the transmitting and distributing agencies by noting that 48% of the PTV hours are locally originated while only 11% are locally produced; or by noting that 21% of PTV hours are direct broadcasts from the national interconnection while 37% are distributed by the national PTV services (excluding NET tape delay) through national interconnection for immediate or delayed broadcast.

In ITV also there is need for a distinction between the transmitting and distributing agencies. State-wide and intra-state interconnections were the transmitting agencies for 1864 hours of instructional programming, while serving as the distributor for only 763 hours. Other comparisons can be made from Tables 3 and 4 in Appendix II.

This report does not make full use of the data reported by the respondents. The raw data can be made available in the future to qualified researchers with valid research interests.

Appendix II

TABLE 1

Educational Television Stations: 1961-1970

	1961	1962	1964	1966	1968	1970
Number of Stations	56	62	88	115	153**	190*
Total Weekly Broadcast Hours	2186	2596	3715	5688	8534	12217
Average Broadcast Hours per Week per Station	39.0	41.9	42.3	49.5	56.1	65.3
Total Weekly Hours PTV	1431	1396	1992	3248	4671	7697
Average Weekly PTV Hours per Station	25.6	22.5	22.6	28.2	30.7	41.1
% of Total Hours PTV	65.5	54.0	54.0	57.5	55.0	63.0
Total Weekly Hours ITV Programming	755	1200	1723	2440	3863	4520
Average Weekly ITV Hours per Station	13.8	19.3	19.6	21.2	25.4	24.2
% of Total Hours ITV	34.5	46.0	46.0	42.5	45.0	37.0

* 187 stations reporting
** 152 stations reporting

TABLE 2

ETV Local Production Patterns: 1962-1970

	1962	1964	1966	1968	1970
Total Hours	2596	3715	5688	8534	12217
Total Hours of Local Production	1340	1372	1529	1993	2072
% of Total Hours Locally Produced	52.0	36.9	26.9	23.4	17.0
PTV Hours Locally Produced	405	404	494	626	843
% of PTV Hours Locally Produced	29.0	20.3	15.2	13.4	11.0
ITV Hours Locally Produced	935	968	1035	1367	1229
% of ITV Hours Locally Produced	77.9	56.2	42.4	35.4	27.2

TABLE 3

ETV Program Sources: 1970

	TOTAL		PTV		ITV	
	hours	%	hours	%	hours	%
Local Production	2072	17.0	843	11.0	1229	27.2
Direct Exchange	441	3.6	254	3.3	187	4.1
State Networks	1192	9.8	429	5.6	763	16.9
Regional Networks	657	5.4	402	5.2	255	5.6
PTV Scheduled Service	3526	28.8	3320	43.1	206	4.6
PTV Library Service	1585	13.0	1485	19.3	100	2.2
National ITV Sources	1679	13.7	63	0.8	1616	35.8
Others	1065	8.7	901	11.7	164	3.6
Totals	12217	100.0	7697	100.0	4520	100.0

TABLE 4

ETV Physical Origin: 1970

	TOTAL		PTV		ITV	
	hours	%	hours	%	hours	%
Local	5846	47.9	3653	47.5	2193	48.5
Intra-state	1341	11.0	566	7.3	775	17.1
State	2589	21.2	1298	16.9	1291	28.6
Inter-state	701	5.7	557	7.2	144	3.2
National	1740	14.2	1623	21.1	117	2.6
Totals	12217	100.0	7697	100.0	4520	100.0

TABLE 5

ETV Audience Age Levels: 1970

	TOTAL		PTV		ITV	
	hours	%	hours	%	hours	%
Early Childhood (up to age 6)	2282	16.5	1878	24.4	354	7.8
Middle Childhood (ages 6 to 12)	2915	33.9	507	6.6	2408	53.2
Youth (12 to college)	1345	11.0	225	2.9	1120	24.8
College/University	310	2.5	78	1.0	232	5.2
Adult	5417	44.3	5099	66.1	408	9.0
Totals	12217	100.0	7887	100.0	4520	100.0

TABLE 6

ITV Programming to Grade Level: 1968-1970

	1970 Total ITV Hours—4520		1969 Total ITV Hours—3960		1968 Total ITV Hours—2440	
	hours	%	hours	%	hours	%
Primary (K-3)	1169	24.8	670	17.2*	389	15.9
Intermediate (4-6)	1079	30.5	1076	27.9	748	30.6
Junior High (7-9)	705	15.6	681	17.1	380	15.6
Senior High (10-12)	709	15.5	827	21.4	432	17.7
College and Adult Education	613	13.6	607	16.2	542	22.2

* Adjusted to include Pre-Kindergarten—See One Week, Number Five, pp. 27-28.

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TABLE 7

ETV Special Audiences: 1970

	TOTAL		PTV		ITV	
	hours	%	hours	%	hours	%
Senior Citizens	14	1.3	13	1.7	1	0.3
Black-Americans	106	10.0	93	12.4	13	4.3
Mexican-Americans	10	1.0	7	0.9	3	1.0
Other Spanish-Speaking	9	0.9	6	0.8	3	1.0
Culturally Disadvantaged	370	35.1	316	41.9	54	18.0
Handicapped	27	2.6	18	2.4	9	3.0
Other Special Audience	518	49.1	301	39.9	217	72.4
Subtotals	1054	100.0	754	100.0	300	100.0

TABLE 8

ETV Continuing Education Programming: 1970

	TOTAL		PTV		ITV	
	hours	%	hours	%	hours	%
High School Equivalency	61	6.3	25	6.3	36	6.3
Professional Education	65	11.6	68	22.7	17	3.8
Teacher In-service	193	28.3	23	7.7	170	29.2
University Extension	142	16.3	8	2.7	134	32.8
Employee Training	102	13.0	80	26.7	22	5.1
Literacy Training	10	1.6	10	3.3	—	—
Other Basic Education	32	4.4	14	4.7	18	4.1
Vocational Education	38	5.2	22	7.3	16	3.7
Public Employee Training	32	4.4	12	4.0	20	4.6
Other Continuing Education	39	5.2	39	13.0	1	0.2
Subtotals	734	100.0	300	100.0	434	100.0

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TABLE 9

PTV Hours in Selected Subjects: 1964-1970

	Children's		News & Public Affairs		Cultural		Entertainment	
	hours	%	hours	%	hours	%	hours	%
1970 Total Hours — 7697	2399	31.2	2137	27.8	1290	16.9	801	10.4
1968 Total Hours — 4671	836	17.9	1224	26.2	799	17.1	705	15.1
1966 Total Hours — 3248	558	17.2	772	23.8	811	25.0	166	5.1
1964 Total Hours — 1992	367	18.4	466	23.5	387	19.6	66	3.3

TABLE 10

ITV Hours in Selected Subjects: 1964-1970

	1970		1968		1966		1964	
	hours	%	hours	%	hours	%	hours	%
Physical Sciences	847	16.7	690	24.1	490	20.1	346	13.0
Social & Behavioral Sciences	1372	28.1	694	17.2	373	15.3	328	8.9
Language Arts, English, Literature, Humanities	721	16.2	707	16.3	322	13.2	226	3.1
The Arts (Art and Music)	645	14.3	474	12.3	229	9.0	140	6.1
Mathematics	276	6.1	648	16.0	166	6.8	117	6.8
Foreign Language	239	5.3	343	8.9	342	14.0	248	4.4

TABLE 11

ETV Programming by Subject Area: 1970

	TOTAL		PTV		ITV	
	hours	%	hours	%	hours	%
Theater Arts	730	6.0	710	9.2	20	0.5
Music	675	5.5	324	4.2	351	7.8
Dance	19	0.2	18	0.2	1	—
Fine Arts	286	2.3	116	1.5	170	3.8
Literature	390	3.2	146	1.9	244	5.4
Other Arts	351	2.9	229	3.0	122	2.7
Current Events	1685	13.8	1528	19.9	157	3.5
Entertainment: Sports	126	1.0	126	1.6	—	—
Entertainment: Feature Films	205	1.7	204	2.7	1	—
Entertainment: Variety Formats	1013	8.3	934	12.1	79	1.8
Home Economics	306	2.5	298	3.9	8	0.2
Mathematics	292	2.4	16	0.2	276	6.1
Physical Sciences	1075	8.8	228	3.0	847	18.7
Social & Behavioral Sciences	1812	13.2	548	7.1	1064	23.5
Language Arts	568	4.6	121	1.6	467	10.3
Foreign Language	277	2.3	38	0.5	239	5.3
Health & Safety	246	2.0	104	1.4	142	3.1
Physical Education	81	0.6	40	0.5	41	0.9
Education	112	0.9	61	0.8	51	1.1
Other	2148	17.6	1908	24.7	240	5.3
Totals	12217	100.0	7697	100.0	4520	100.0

TABLE 12

ETV Programming by Station Ownership: 1970

	School	College	State	Community
Number of Stations	25	54	55	47
Total Broadcast Hours	1219	3367	3986	3271
Average Hours per Station	48.8	62.4	72.5	69.6
Total PTV Hours	620	2373	2258	2178
Average Hours PTV	24.8	44.0	41.1	46.3
% Total Hours PTV	50.9	70.5	56.6	66.6
Total ITV Hours	599	994	1728	1093
Average Hours ITV	24.0	18.4	31.4	23.3
% Total Hours ITV	49.1	29.5	43.4	33.4

TABLE 13

Sources of Programming by Station Ownership: 1970

	School		College		State		Community	
	hours	%	hours	%	hours	%	hours	%
Local Production	430	35.3	459	13.6	458	11.5	629	19.2
Direct Exchange	45	3.7	92	2.7	77	1.9	222	6.8
State Networks	26	2.1	243	7.2	812	20.4	89	2.7
Regional Networks	25	2.1	260	7.7	86	2.1	271	8.3
National PTV Scheduled Service	326	26.9	1121	33.3	859	21.6	1105	33.8
National PTV Library Service	159	13.1	448	13.3	548	13.7	396	12.1
National ITV Sources	136	11.1	443	13.2	737	18.5	340	10.4
Others	70	5.7	301	9.0	409	10.3	220	6.7
Totals	1219	100.0	3367	100.0	3986	100.0	3271	100.0

TABLE 14

PTV Programming by Station Ownership: 1970

	School		College		State		Community	
	hours	%	hours	%	hours	%	hours	%
News	55	8.9	284	12.0	274	12.1	323	14.8
Public Affairs	90	14.4	379	16.0	324	14.4	328	15.1
Cultural	98	15.8	394	16.6	397	17.6	364	16.7
Children's	226	36.5	758	31.9	671	29.7	661	30.3
Skills	49	7.9	188	7.9	289	12.8	183	8.4
Entertainment	65	10.5	246	10.4	216	9.5	233	10.7
Other	37	6.0	124	5.2	87	3.9	88	4.0
Totals	620	100.0	2373	100.0	2258	100.0	2178	100.0

TABLE 15

ITV Programming by Station Ownership: 1970

	School		College		State		Community	
	hours	%	hours	%	hours	%	hours	%
Social & Behavioral Sciences	204	34.1	307	30.9	416	24.1	314	28.[illegible]
Physical Sciences	104	17.4	219	22.0	347	20.1	162	14.[illegible]
Language Arts & Literature	77	12.9	174	17.5	281	16.2	196	17.[illegible]
Music	51	8.5	65	6.6	147	8.5	81	7.[illegible]
Art	42	7.0	59	5.9	116	6.7	71	6.[illegible]
Math	34	5.7	34	3.4	155	9.0	48	4.[illegible]
Foreign Language	38	6.3	31	3.1	102	5.9	58	5.[illegible]
Health, Safety, & P.E.	14	2.3	64	6.5	62	3.6	37	3.[illegible]
Others	35	5.8	41	4.1	102	5.9	139	12[illegible]
Totals	599	100.0	994	100.0	1728	100.0	1080	100[illegible]

TABLE 16

Program Sources—ITFS and CCTV: 1970

	ITFS	CCTV
	%	%
Local Production	42.1	54.6
Direct Exchange	2.1	2.1
State Networks	6.1	1.8
Regional Networks	1.6	3.2
PTV Scheduled Service	0.6	6.1
PTV Library Service	0.8	3.4
National ITV Sources	41.7	13.9
Others	5.0	14.9
Totals	100.0	100.0

TABLE 17

Off-Air or Off-Cable Pickup

	ITFS	CCTV
Total Number of Agencies	27	35
Off-Air from Commercial Stations	15	19
Off-Air from ITV Stations	16	22
Off-Cable from Commercial Stations	2	3
Off-Cable from ETV Stations	1	5

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TABLE 18

Grade Level—ITFS and CCTV: 1970

	ITFS	CCTV
	%	%
K-3	17.2	10.4
4-6	27.7	11.5
7-9	19.4	9.7
10-12	16.6	25.4
College/University	7.2	32.4
Adult (for credit)	4.3	0.4
PTV	7.6	10.2
Totals	100.0	100.0

TABLE 19

Subject of ITFS and CCTV Programming: 1970

	ITFS	CCTV
	%	%
Theater Arts	0.3	0.9
Music	5.6	3.7
Dance	—	0.1
Fine Arts	5.4	3.8
Literature	4.0	5.3
Other Arts	0.5	0.5
Current Events	4.5	3.1
Entertainment: Sports	0.2	1.1
Entertainment: Feature Films	—	0.1
Entertainment: Variety Formats	1.5	3.1
Home Economics	0.6	0.9
Mathematics	5.8	6.6
Physical Sciences	19.1	20.9
Social & Behavioral Sciences	22.0	20.1
Language Arts	12.7	10.9
Foreign Language	5.2	5.0
Health & Safety	2.4	1.7
Physical Education	2.0	1.0
Education	3.9	5.3
Others	5.4	5.9
Totals	100.0	100.0

Appendix III ITFS Systems Surveyed

Location

Alabama, Birmingham—Birmingham City Schools
Huntsville—Huntsville Public Schools

California, San Francisco—University of California
Pasadena—Pasadena Unified School District

Florida, Ft. Lauderdale—Board of Public Instruction of Broward County
Miami—Dade County Public Schools

Georgia, Atlanta—Georgia Regional Medical Television Network

Illinois, Peoria—Bradley University
Sterling—Board of Education of Sterling School District
Winnetka—New Trier Township

Kentucky, Paducah—Paducah Board of Education

Michigan, Alpena—Alpena Public Schools
Detroit—Archdiocese of Detroit
Detroit—Board of Education of City of Detroit
Detroit—Wayne State University

Missouri, Columbia—University of Missouri

New York, Franklin Square—Central High School
Mineola—Mineola Public Schools
Newburgh—Newburgh Free Academy
North Massapequa—Plainedge Public Schools
Yonkers—Archdiocese of New York

Nevada, Las Vegas—Clark County School District

Ohio, Parma—Parma Board of Education

Pennsylvania, Altoona—Altoona Area School District
Lewistown—Mifflin County Board of Education

Tennessee, Martin—Weakley County Board of Public Instruction

Texas, San Antonio—Edgewood Independent School District

Appendix IV CCTV Systems Surveyed

Location

Arizona, Tucson—Tucson Public Schools

Connecticut, Darien—Darien Public Schools

California, San Jose—San Jose State College

Florida, Bunnell—Bunnell High School
St. Petersburg—St. Petersburg Junior College

Illinois, Chicago—Illinois Teachers College
Harvey—Thornton Township High School
Metamora—Metamora Community Consolidated Schools
Pekin—Pekin Public Schools
Peoria—Bradley University

Kansas, Pittsburgh—Kansas State College

Louisiana, New Orleans—Louisiana State University Medical Center

Michigan, Marquette—Northern Michigan University
Riverview—Sibley School

Missouri, West Plains—West Plains School System

Nebraska, Lincoln—University of Nebraska
Omaha, Creighton University

New Jersey, Morristown—Morristown High School

New Mexico, Las Cruces—New Mexico State University

New York, Albany—State University of New York
Elmira—Elmira City School District
Greene—Greene Central School
Williamsville—Williamsville Central Schools

Ohio, Athens—Ohio University
Bowling Green—Bowling Green State University
Dayton—University of Dayton

Pennsylvania, Honesdale—Honesdale Union School District
Philadelphia—Temple University

South Carolina, Columbia—South Carolina ETV Network
Swansea—Swansea Public Schools
Turbeville—East Clarendon High School

Texas, Austin—Texas Educational Microwave Project
Lubbock—Texas Technical College

Utah, Provo—Brigham Young University

Vermont, Burlington—University of Vermont, Medical College

Appendix V Individual Station Data

Alabama-Iowa 1

Station	Location	Total Bdcst Hours	PTV Pgm Hours	ITV Pgm Hours	% PTV/ ITV
WAIQ	Alabama, Ala. ETV Net. WBIQ,WCIQ,WDIQ,WEIQ, WGIQ,WHIQ,WFIQ				
KQET	Arizona, Tempe	76.2	39.8	36.4	52/48
KUAT	Tucson	75.9	61.0	14.9	80/20
KETS	Arkansas, Conway	56.8	37.2	19.6	65/35
KEET	California, Eureka	69.2	31.1	38.1	45/55
KCET	Hollywood	53.0	36.9	16.1	70/30
KIXE	Redding	82.0	72.9	9.1	89/11
KVIE	Sacramento	76.4	55.5	20.9	73/27
KVCR	San Bernardino	60.0	44.4	15.6	74/26
KEBS	San Diego	56.6	49.1	7.5	87/13
KQED	San Francisco	69.9	48.7	21.2	70/30
KCSM	San Mateo	90.9	68.6	22.3	75/25
KRMA	Colorado, Denver	47.0	20.0	27.0	43/57
WEDH	Connecticut, Conn. ETV Net.WEDW,WEDN	52.9	40.3	12.5	78/24
WUFT	Florida, Gainesville	77.3	51.3	26.0	66/34
WJCT	Jacksonville	60.5	52.6	7.9	87/13
WTHS	Miami	72.5	52.0	20.5	72/28
WSEC	Miami	18.7	0	18.7	0/100
WPBT	Miami	29.5	0	29.5	0/100
WMFE	Orlando	42.1	42.1	0	100/0
WSRE	Pensacola	32.6	0	32.6	0/100
WFSU	Tallahassee	76.1	39.5	36.6	52/48
WEDU	Tampa	48.8	47.2	1.6	97/3
WUSF	Tampa	79.1	44.9	34.2	57/43
WGTV	Georgia, Athens	24.6	20.1	4.5	82/18
WETV	Atlanta	83.7	50.9	32.8	61/39
WCES	Atlanta,Ga. ETV Net.WCLP,WDCO,WJSP,WACS,WABW, WVAN,WXGA	73.8	39.5	34.3	54/46
KHET,KMEB	Hawaii, Honolulu	85.4	52.6	32.8	62/38
KUID	Idaho, Moscow	74.8	38.5	36.3	51/49
WSIU	Illinois, Carbondale	46.7	42.6	4.1	95/5
WUSI	Olney	76.1	57.3	18.8	75/25
WTTW	Chicago	76.1	57.3	18.8	75/25
WXXW	Chicago	84.0	49.5	34.5	59/41
WILL	Urbana	25.8	2.3	23.5	9/91
WTIU	Indiana, Bloomington	68.5	37.6	30.9	55/45
WCAE	St. John	42.8	41.8	1.0	98/2
WVUT	Vincennes	36.3	30.5	5.8	84/16
KDIN,KIIN	Iowa, Iowa Ed.Bdcst.Net.	45.3	34.5	10.8	76/24
		84.8	59.5	25.3	70/30

Sources of Program Hours

Local	ETV Stations	State Nets	Regional Nets	Nat PTV Sched Service	Nat PTV Library Service	Nat ITV Sources	Other	Station
.6	0	41.8	1.0	17.5	7.3	6.3	1.8	WAIQ
23.9	0	0	1.0	20.1	20.7	0	10.2	KQET
22.6	0	0	1.0	17.0	9.7	3.7	2.7	KUAT
29.8	0	0	0	13.2	8.5	10.7	6.8	KETS
2.5	5.0	0	9.5	19.0	4.1	10.2	2.6	KEET
6.3	1.0	0	2.9	41.2	10.9	9.6	10.1	KCET
5.9	8.4	0	.5	32.3	6.3	13.8	9.2	KIXE
3.9	0	0	0	27.5	13.8	13.2	1.5	KVIE
5.3	1.9	0	0	27.8	11.6	8.5	1.4	KVCR
9.1	0	0	0	25.1	14.9	17.5	3.2	KEBS
41.5	10.3	0	0	24.6	8.3	2.4	3.7	KQED
18.5	17.0	0	0	4.8	3.9	1.8	1.0	KCSM
16.9	0	0	.9	21.1	10.2	.6	3.0	KRMA
8.6	8.7	0	18.8	30.5	9.2	0	1.4	WEDH
10.6	2.8	0	0	24.9	13.1	3.6	5.4	WUFT
34.8	0	0	0	26.5	0	5.7	5.5	WJCT
10.1	.6	0	0	4.9	3.1	0	0	WTHS
21.6	3.0	0	0	4.9	0	0	0	WSEC
7.3	0	0	0	16.5	7.2	.5	10.5	WPBT
23.6	0	0	0	0	5.0	4.0	0	WMFE
38.1	0	0	0	17.5	10.7	4.5	5.2	WSRE
6.4	.5	0	.5	23.6	13.1	2.4	2.3	WFSU
27.4	1.8	1.0	1.0	21.0	8.7	10.5	7.7	WEDU
3.3	1.0	0	.8	5.4	4.7	2.1	7.3	WUSF
0	.5	35.0	1.0	15.4	10.8	5.7	15.3	WGTV
28.0	1.0	10.2	0	28.5	2.0	1.1	3.0	WETV
.5	1.0	33.7	1.0	14.8	10.9	6.6	16.9	WCES
22.7	2.7	0	.5	23.5	11.0	14.0	.5	KHET
.2	0	0	1.0	22.4	13.7	4.1	5.2	KUID
12.7	1.0	0	4.9	21.0	10.0	13.4	13.0	WSIU
12.7	1.0	0	4.9	21.0	10.0	13.4	13.0	WUSI
26.9	2.5	0	3.0	26.0	7.7	14.1	3.7	WTTW
11.1	.5	0	0	2.0	0	12.2	0	WXXW
3.1	.9	2.1	2.9	19.7	7.2	28.8	3.7	WILL
2.7	0	0	1.9	24.1	10.4	1.0	2.6	WTIU
6.3	0	.5	0	12.1	3.3	6.7	7.5	WCAE
0	1.0	0	0	23.5	0	10.8	10.0	WVUT
19.2	1.2	0	2.7	24.0	14.0	5.7	18.0	KDIN

Alabama-Iowa 3

Station	Color Hours Bdcst: PTV Color Bdcst	Color Hours Bdcst: ITV Color Bdcst	PTV Hours by Audience Age Levels: Early Childhood	Middle Childhood	Youth	Coll/ Univ	Adult
WAIQ	3.5	4.3	5.3	.3	.5	.5	33.3
KQET	38.6	0	17.9	5.3	1.0	1.4	35.3
KUAT	17.3	9.1	5.3	7.5	0	.5	23.9
KETS	0	0	15.4	.5	0	0	15.2
KEET	0	0	12.0	0	.2	0	24.7
KCET	43.9	0	26.7	1.3	1.0	0	44.0
KIXE	0	0	27.0	1.5	2.0	.3	24.9
KVIE	14.2	0	15.9	2.4	1.0	.5	24.7
KVCR	0	0	17.5	0	2.0	0	29.6
KEBS	22.1	1.0	13.8	3.4	2.0	1.0	28.6
KQED	42.6	5.0	20.2	1.9	0	1.0	45.4
KCSM	0	0	7.3	0	0	0	12.8
KRMA	26.6	4.3	13.7	2.9	1.0	0	22.7
WEDH	17.1	9.8	2.4	4.8	3.4	0	40.6
WUFT	20.9	0	12.8	6.3	1.0	0	32.6
WJCT	2.0	0	15.0	2.5	.5	0	34.0
WTHS	0	4.9	0	0	0	0	0
WSEC	0	4.9	0	0	0	0	0
WPBT	10.0	0	10.3	0	0	2.0	29.8
WMFE	0	0	0	0	0	0	0
WSRE	0	0	9.0	5.0	2.0	.3	23.3
WFSU	13.3	0	17.1	2.9	1.5	2.2	23.5
WEDU	7.5	0	9.3	3.0	1.0	0	31.7
WUSF	0	0	3.9	3.4	0	.5	12.3
WGTV	18.2	0	7.1	5.1	.9	0	37.8
WETV	28.5	1.0	7.5	2.5	0	1.0	28.5
WCES	21.9	0	8.1	5.6	0	0	38.9
KHET	1.0	0	10.0	2.5	1.0	0	25.0
KUID	17.5	0	10.3	8.0	1.0	1.0	22.4
WSIU	39.3	4.0	12.8	3.3	2.5	0	38.8
WUSI	39.3	4.0	12.8	3.3	2.5	0	38.8
WTTW	31.5	3.7	14.8	3.0	1.0	0	30.8
WXXW	0	0	.3	0	0	0	2.0
WILL	19.4	1.4	9.2	.5	3.4	1.2	23.3
WTIU	30.6	0	13.5	2.4	1.5	.5	23.9
WCAE	4.8	0	12.0	0	2.4	.5	15.7
WVUT	20.0	0	7.5	2.5	0	0	24.5
KDIN	45.5	3.0	11.0	9.5	1.0	3.0	35.0

PTV Hours by Subject Category

News	Public Affairs	Cultural	Children	Skills	Entertainment	Other	Station
5.5	13.5	6.5	5.3	8.8	.3	0	WAIQ
6.7	8.6	6.8	23.3	10.8	1.9	2.9	KQET
3.8	5.0	7.0	12.8	3.0	5.2	.5	KUAT
3.5	2.5	3.0	16.4	.5	4.7	.5	KETS
11.5	4.3	5.0	9.0	.5	5.9	.8	KEET
7.2	11.9	13.6	27.6	6.3	4.9	1.5	KCET
6.9	8.0	7.6	29.4	1.7	2.0	0	KIXE
3.9	2.0	7.4	18.3	2.4	5.5	5.0	KVIE
7.6	6.9	6.8	16.6	2.9	7.9	.5	KVCR
1.5	14.4	4.9	17.2	2.9	5.4	2.4	KEBS
12.5	12.5	12.1	22.2	3.4	4.5	1.5	KQED
1.5	7.3	3.4	7.3	.6	0	0	KCSM
4.8	3.8	7.4	16.6	3.4	2.9	1.4	KRMA
5.9	8.8	6.4	7.3	12.1	10.9	0	WEDH
7.0	7.4	9.2	19.0	2.9	2.0	5.2	WUFT
3.0	19.0	3.0	17.5	0	4.5	5.0	WJCT
0	0	0	0	0	0	0	WTHS
0	0	0	0	0	0	0	WSEC
9.7	3.9	8.3	10.3	3.0	6.5	.5	WPBT
0	0	0	0	0	0	0	WMFE
5.0	4.8	2.5	14.0	2.5	7.0	3.8	WSRE
2.3	11.4	7.9	20.0	1.9	2.9	.8	WFSU
8.8	4.0	11.6	12.3	3.0	4.3	1.0	WEDU
1.3	6.9	.3	7.3	0	4.3	0	WUSF
8.0	4.9	8.4	12.6	7.7	6.4	2.9	WGTV
5.0	7.5	12.5	10.0	2.0	2.5	0	WETV
8.6	3.4	11.8	14.2	6.3	5.4	2.9	WCES
2.5	7.5	4.0	11.0	5.0	6.0	2.5	KHET
3.7	4.0	4.5	18.3	4.5	7.7	0	KUID
9.8	8.8	7.0	17.0	2.0	9.2	3.5	WSIU
9.8	8.8	7.0	17.0	2.0	9.2	3.5	WUSI
4.5	7.0	12.0	17.8	2.5	5.8	0	WTTW
0	0	2.0	.3	0	0	0	WXXW
5.1	4.9	11.4	13.1	2.0	1.2	0	WILL
6.6	5.4	9.0	15.9	2.4	2.5	0	WTIU
5.8	6.1	0	12.0	3.3	3.4	0	WCAE
4.5	4.5	7.0	10.0	1.0	6.5	1.0	WVUT
4.5	9.0	13.5	20.0	5.0	7.0	.5	KDIN

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ITV Hours by Audience Grade Levels

Station	K-3 Grade	4-6 Grade	7-9 Grade	10-12 Grade	Coll/ Univ	Adult- for Credit	ITV Phys Science
WAIQ	14.5	10.0	2.7	7.8	0	1.5	2.9
KQET	0	0	0	0	10.0	4.9	0
KUAT	1.0	.7	2.0	0	15.8	0	15.9
KETS	7.0	14.4	4.0	7.2	3.0	2.5	8.3
KEET	4.4	6.4	1.0	4.0	0	.3	3.3
KCET	3.3	4.0	1.2	0	.5	0	.3
KIXE	5.1	6.8	3.1	3.4	2.4	0	2.3
KVIE	5.0	5.7	1.0	3.8	0	0	3.3
KVCR	1.4	3.7	.3	0	.5	1.5	1.1
KEBS	5.3	8.3	4.9	1.2	1.4	0	1.5
KQED	3.7	13.5	1.2	0	1.5	2.4	2.5
KCSM	5.1	7.9	3.1	.9	0	9.9	3.0
KRMA	4.5	6.3	0	1.6	0	0	.9
WEDH	13.9	8.9	0	3.1	0	0	0
WUFT	1.7	5.0	.2	0	0	1.0	.7
WJCT	4.6	6.6	6.6	0	2.5	0	2.3
WTHS	8.5	9.1	1.0	0	0	0	1.4
WSEC	4.9	0	1.3	23.3	0	0	5.1
WPBT	0	0	0	0	0	0	0
WMFE	5.6	3.6	5.3	18.0	0	0	8.3
WSRE	6.2	10.4	5.6	8.8	0	5.5	3.5
WFSU	0	.9	.6	0	0	0	0
WEDU	8.0	12.4	5.5	3.3	1.0	3.9	3.5
WUSF	.3	.7	0	.6	.9	1.9	0
WGTV	7.5	10.7	5.6	3.9	0	5.1	8.5
WETV	12.8	9.1	6.2	1.5	0	4.7	9.5
WCES	7.4	10.7	5.6	3.9	0	5.1	8.5
KHET	10.3	15.0	4.0	5.0	2.0	0	3.0
KUID	0	4.1	0	0	0	0	1.0
WSIU	4.4	9.1	4.6	.7	0	0	5.8
WUSI	4.4	9.1	4.6	.7	0	0	5.8
WTTW	7.4	6.2	.9	3.0	0	17.0	5.2
WXXW	3.7	6.0	3.3	1.0	5.2	4.2	5.1
WILL	11.1	10.9	4.4	3.1	1.3	0	10.7
WTIU	0	0	0	0	0	.9	0
WCAE	2.2	1.8	.7	1.1	0	0	3.1
WVUT	1.2	0	5.4	4.1	0	0	3.3
KDIN	6.0	13.8	0	4.0	0	1.5	1.0

Hours by Subject Category

Soc & Behav Sci	Art	Lang Arts & Lit	Math	Health Safety PE	For Lang	Music	Other	Station
3.8	1.7	9.8	4.7	2.0	0	3.8	8.0	WAIQ
2.0	0	0	0	0	10.0	3.0	0	KQET
3.0	0	0	0	.8	0	0	0	KUAT
10.4	5.3	2.8	1.5	2.0	1.0	6.0	.8	KETS
3.3	1.7	4.1	0	1.3	.3	1.0	1.3	KEET
3.3	0	1.4	.3	.2	1.4	2.2	0	KCET
4.2	1.2	6.5	0	2.6	2.0	1.0	1.3	KIXE
5.8	1.8	2.7	0	1.2	0	1.0	0	KVIE
3.8	0	1.4	0	0	.2	.9	0	KVCR
3.4	2.1	5.0	1.1	2.7	1.9	2.3	1.3	KEBS
5.6	.9	4.2	3.2	.7	1.8	1.2	2.4	KQED
10.4	2.3	3.8	0	4.0	0	2.3	1.2	KCSM
1.7	2.2	.9	2.3	.3	1.4	1.3	0	KRMA
10.2	.7	3.8	0	1.5	0	0	9.8	WEDH
1.8	1.4	2.9	.5	0	0	.7	0	WUFT
6.8	1.0	4.0	4.0	.3	0	2.0	0	WJCT
5.0	0	1.0	.6	0	2.7	.5	7.4	WTHS
3.5	0	9.1	7.0	0	0	0	4.9	WSEC
0	0	0	0	0	0	0	0	WPBT
3.0	7.0	2.0	0	0	0	7.3	5.0	WMFE
15.3	2.7	7.7	5.4	0	0	2.0	0	WSRE
1.0	.4	.3	0	0	0	0	0	WFSU
15.8	1.4	3.1	6.8	0	0	3.8	0	WEDU
3.9	.3	.3	0	0	0	0	0	WUSF
5.6	0	3.1	4.8	.6	4.6	5.7	0	WGTV
4.0	2.5	4.3	0	4.8	6.5	2.8	0	WETV
5.1	0	3.1	4.8	.6	4.6	5.6	.5	WCES
4.8	2.0	7.7	0	11.2	0	2.3	5.3	KHET
1.1	0	0	0	0	1.0	1.1	0	KUID
4.3	3.0	3.7	.7	0	0	.8	.8	WSIU
4.3	2.9	3.7	.7	0	0	.8	.8	WUSI
13.8	2.4	9.9	0	0	0	1.0	2.2	WTTW
8.9	2.5	6.2	0	0	0	1.0	0	WXXW
4.2	1.8	5.5	5.9	.5	0	1.7	.7	WILL
0	0	1.0	0	0	0	0	0	WTIU
.7	0	.7	0	0	.7	.7	0	WCAE
4.2	0	2.1	0	0	1.2	0	0	WVUT
10.3	1.5	4.0	0	1.8	2.5	4.3	0	KDIN

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Hours of Programming for Special Audiences

Station	Senior Citizen	Black-Amer	Mex-Amer	Other Spanish Speak	Cult Disadv	Handi-capped	Other
WAIQ	0	0	0	0	2.3	0	6.3
KQET	0	0	0	0	0	0	3.9
KUAT	0	0	1.5	0	1.3	0	1.0
KETS	0	0	0	0	0	0	0
KEET	0	1.3	0	0	10.0	0	0
KCET	0	1.0	1.5	0	0	0	2.1
KIXE	0	1.0	0	0	0	0	2.0
KVIE	0	0	0	0	9.8	.5	0
KVCR	0	1.0	0	0	11.8	0	2.0
KEBS	0	0	1.2	0	0	0	1.5
KQED	0	0	0	0	0	0	3.0
KCSM	0	2.9	0	0	1.0	0	7.2
KRMA	0	1.0	0	0	0	0	0
WEDH	0	0	0	2.0	0	1.0	5.8
WUFT	0	.5	0	0	0	0	0
WJCT	0	1.0	0	0	0	0	0
WTHS	0	0	0	0	0	0	0
WSEC	0	0	0	0	0	0	0
WPBT	.2	5.0	0	0	0	0	0
WMFE	0	0	0	0	5.0	0	0
WSRE	0	0	0	0	3.0	0	3.0
WFSU	0	1.0	0	0	0	0	0
WEDU	0	1.0	0	0	5.0	0	0
WUSF	0	0	0	0	0	0	0
WGTV	0	0	0	0	0	0	4.3
WETV	0	1.0	0	0	5.0	0	0
WCES	0	0	0	0	0	0	2.4
KHET	2.0	0	0	0	0	0	3.3
KUID	0	1.0	0	0	0	0	1.0
WSIU	0	0	0	0	0	0	.3
WUSI	0	0	0	0	0	0	.3
WTTW	0	3.0	0	1.5	11.7	0	0
WXXW	0	0	0	0	0	0	0
WILL	0	0	0	0	0	0	2.0
WTIU	0	0	0	0	0	0	1.0
WCAE	1.0	1.0	0	0	.5	0	2.4
WVUT	0	0	0	0	0	0	0
KDIN	0	1.5	.8	0	0	1.3	3.5

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Station	Location	Total Bdcst Hours	PTV Pgm Hours	ITV Pgm Hours	% PTV/ ITV
KTWU	Kansas, Topeka	50.2	34.8	15.4	69/31
WKLE	Kentucky, Ky. ETV Net.WKON WKMU,WKZT,WKSO,WKMR,WKMA,WKHA,WKAS, WKGB,WCVN,WKPI	61.2	22.0	39.2	36/64
WKPC	Louisville	62.6	38.8	23.8	62/38
WYES	Louisiana, New Orleans	80.3	53.3	27.0	66/34
WCBB	Maine, Maine ETV Net.	66.8	48.5	18.3	73/27
WMEB,WMEM,WMED		73.2	50.4	22.8	69/31
WMPB	Maryland, Owings Mills	103.7	73.5	30.2	71/29
WGBH	Massachusetts, Boston	60.5	58.0	2.5	96/4
WGBX	Boston	36.0	31.0	5.0	86/14
WMSB	Michigan, East Lansing	38.7	30.3	8.5	78/22
WCMU	Mt. Pleasant	59.5	45.8	13.7	77/23
WTVS	Southfield	86.7	70.4	16.3	81/19
WUCM	Univ. Center	76.5	57.5	19.0	75/25
KWCM	Minnesota, Appleton	62.5	40.5	22.0	65/35
WDSE	Duluth	59.3	34.9	24.4	59/41
KTCA	St. Paul	75.8	50.7	25.1	67/33
KTCI	St. Paul	23.0	16.2	6.8	70/30
KCSD	Missouri, Kansas City	58.5	40.8	17.8	70/30
KETC	St. Louis	75.5	47.9	27.6	63/37
KUON	Nebraska, Neb. ETV Net. KTNE,KMNE,KHNE,KLNE,KENE, KXNE,KPNE	86.2	50.3	35.9	58/42
KYNE	Omaha	49.9	21.6	28.3	43/57
KLVX	Nevada, Las Vegas	50.5	30.8	19.7	61/39
WENH	New Hampshire, N.H. ETV Net.				
WHED,WEKW,WLED,WEBD		72.6	52.0	20.6	72/28
KNME	New Mexico, Albuquerque	68.3	59.8	8.5	88/12
WSKG	New York, Binghamton	68.3	25.5	42.8	37/63
WNYE	Brooklyn	38.3	7.5	30.8	20/80
WNED	Buffalo	85.1	54.7	30.4	64/36
WLIW	Garden City	47.4	11.3	36.2	24/76
WCNY	Liverpool	79.0	49.3	29.7	62/38
WNYC	New York City	83.9	70.0	13.9	83/17
WNDT	New York City	99.1	45.5	53.6	46/54
WXXI	Rochester	88.9	54.0	34.9	61/39
WMHT	Schenectady	87.0	47.5	39.5	55/45
WUNC	North Carolina, Univ. of				
N.C. ETV Net.WUND,WUNF,WUNG,WUNE		70.0	56.8	13.3	81/19
WTVI	Charlotte	74.6	37.5	37.1	50/50
KFME	North Dakota, Fargo	43.2	34.2	9.0	79/21
WOUB	Ohio, Athens	71.0	37.6	33.4	53/47
WBGU	Bowling Green	61.2	40.2	21.0	66/44
WCET	Cincinnati	62.8	46/8	16.1	74/26

Sources of Program Hours

Local	ETV Stations	State Nets	Regional Nets	Nat PTV Sched Service	Nat PTV Library Service	Nat ITV Sources	Other	Station
3.4	0	0	0	21.1	11.4	12.1	2.2	KTWU
4.5	0	0	0	12.0	6.0	31.8	6.9	WKLE
20.2	2.0	0	1.0	22.0	8.2	2.1	7.1	WKPC
15.5	0	0	.5	27.0	14.5	11.7	11.0	WYES
1.0	6.2	6.8	10.5	23.0	7.0	9.2	3.0	WCBB
10.1	1.9	0	19.5	24.6	9.7	4.0	3.4	WMEB
15.1	5.2	0	8.3	28.4	17.0	23.9	5.8	WMPB
16.0	0	0	4.5	34.5	3.5	0	2.0	WGBH
10.0	0	5.0	1.0	14.0	6.0	0	0	WGBX
14.6	.5	0	2.5	15.0	.5	1.3	4.2	WMSB
12.8	1.9	0	0	28.1	8.2	3.4	5.2	WCMU
9.7	1.0	0	1.4	36.3	17.9	12.3	8.1	WTVS
11.8	1.0	0	1.0	27.5	13.3	16.0	5.9	WUCM
0	40.9	0	0	8.3	12.2	0	.9	KWCM
8.7	23.1	0	0	24.2	1.0	0.9	1.4	WDSE
32.6	5.4	0	3.3	21.9	2.9	4.5	5.1	KTCA
7.7	1.4	0	13.2	0	0	0	.5	KTCI
6.8	.5	0	3.0	27.5	9.7	6.4	4.5	KCSD
10.2	10.1	0	7.9	19.6	11.0	13.5	3.2	KETC
0	3.3	28.7	3.4	20.8	9.6	12.1	8.2	KUON
15.8	9.8	4.4	0	0	4.4	14.8	.7	KYNE
1.2	0	0	.5	20.1	8.0	19.7	1.0	KLVX
10.2	.5	0	19.3	30.5	.5	7.0	4.5	WENH
21.2	0	0	0	33.8	5.8	0	7.6	KNME
2.0	1.0	4.5	25.1	27.0	5.0	0	3.8	WSKG
27.3	0	0	4.6	5.0	0	1.3	0	WNYE
13.5	5.5	5.5	6.5	24.5	18.5	1.1	10.0	WNED
2.7	1.7	14.0	0	8.5	6.0	12.8	1.7	WLIW
8.9	1.5	2.9	18.4	28.0	4.3	12.6	2.4	WCNY
38.4	1.5	8.0	0	5.0	.5	1.5	29.0	WNYC
11.5	2.0	8.0	20.9	31.5	14.7	8.9	1.5	WNDT
7.6	1.1	9.4	5.8	33.0	5.1	19.7	7.2	WXXI
9.7	.8	12.5	13.3	24.9	9.2	12.0	4.5	WMHT
0	3.4	30.4	0	21.0	11.3	0	3.9	WUNC
32.7	0	.6	1.0	14.0	14.0	7.2	4.9	WTVI
4.7	2.0	.5	.5	17.6	5.2	6.2	6.5	KFME
3.9	1.4	.8	2.4	22.1	10.4	27.5	2.4	WOUB
3.1	3.7	3.6	0	19.5	10.5	17.9	2.9	WBGU
5.2	0	0	1.0	23.5	12.8	17.3	3.0	WCET

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Station	Color Hours Bdcst: PTV Color Bdcst	ITV Color Bdcst	PTV Hours by Audience Age Levels: Early Childhood	Middle Childhood	Youth	Coll/ Univ	Adult
KTWU	18.1	.9	13.4	4.5	1.0	0	16.0
WKLE	7.5	10.0	4.0	4.5	1.5	0	12.0
WKPC	26.5	0	13.3	5.0	1.0	1.0	18.6
WYES	27.5	5.0	10.3	0	3.0	1.0	39.0
WCBB	24.5	0	12.5	2.5	0	0	33.5
WMEB	32.4	0	16.6	0	1.0	0	32.8
WMPB	43.8	8.8	14.2	2.4	3.4	0	53.4
WGBH	42.0	0	6.0	11.5	1.0	0	39.5
WGBX	16.5	0	5.0	5.5	0	0	20.5
WMSB	1.0	0	9.8	1.0	1.0	.5	18.0
WCMU	10.2	0	17.0	2.9	2.0	0	24.0
WTVS	13.7	0	20.9	0	4.8	0	44.7
WUCM	10.0	0	17.8	5.0	3.0	0	31.7
KWCM	21.5	.6	13.4	1.3	0	0	25.8
WDSE	15.7	1.3	11.0	2.4	0	0	21.5
KTCA	32.4	1.1	8.7	.1	1.0	0	41.0
KTCI	12.8	0	4.9	0	0	0	11.3
KCSD	0	0	14.8	2.5	0	0	23.5
KETC	0	0	14.9	3.1	4.4	0	26.5
KUON	27.5	0	14.2	0	2.4	0	33.7
KYNE	7.5	1.3	7.9	0	0	0	13.7
KLVX	23.0	1.9	12.5	2.4	.5	3.0	12.5
WENH	26.5	0	12.5	2.5	1.0	0	36.0
KNME	50.6	.2	14.5	5.5	4.0	.5	35.3
WSKG	14.0	11.0	0	0	0	2.5	23.0
WNYE	0	0	5.0	0	0	0	2.5
WNED	24.5	5.4	12.5	1.7	3.5	0	37.0
WLIW	0	0	5.0	0	0	0	6.3
WCNY	20.1	.8	13.9	2.4	2.0	0	31.1
WNYC	56.0	10.4	5.0	1.0	0	0	64.0
WNDT	22.5	17.3	3.0	3.0	2.0	0	37.5
WXXI	29.4	1.0	9.8	6.7	1.5	0	36.0
WMHT	29.5	4.9	10.5	2.5	0	0	34.5
WUNC	24.0	0	11.0	4.8	2.9	0	38.0
WTVI	8.0	0	4.0	5.0	.8	7.5	20.3
KFME	19.0	.5	12.2	.4	0	.5	21.1
WOUB	0	0	7.8	4.8	1.0	1.0	23.0
WBGU	0	0	14.1	4.9	.5	1.5	19.2
WCET	29.0	0	16.8	0	0	0	30.0

PTV Hours by Subject Category

News	Public Affairs	Cultural	Children	Skills	Entertainment	Other	Station
1.5	3.9	6.3	17.9	2.3	2.9	0	KTWU
1.5	2.0	3.5	9.0	3.5	2.0	.5	WKLE
1.5	8.5	3.5	18.3	2.0	4.6	.5	WKPC
4.3	12.0	12.0	11.3	5.5	5.3	3.0	WYES
11.5	9.0	9.0	15.0	3.5	0	.5	WCBB
6.8	5.8	5.4	16.6	3.9	10.9	1.0	WMEB
10.7	6.8	16.1	19.0	17.3	3.5	0	WMPB
11.0	9.5	10.5	17.5	4.0	5.5	0	WGBH
4.5	3.5	4.5	10.0	2.5	6.0	0	WGBX
1.0	5.5	4.5	10.8	3.0	3.5	2.0	WMSB
1.5	5.3	11.1	19.4	1.9	5.8	.9	WCMU
8.7	11.2	16.3	23.3	5.2	2.4	3.4	WTVS
7.0	5.5	14.8	23.8	4.5	2.0	0	WUCM
8.1	6.9	1.9	13.4	7.6	2.7	0	KWCM
3.4	6.4	6.9	13.4	3.4	.5	1.0	WDSE
6.4	10.3	14.6	8.7	5.8	1.2	3.7	KTCA
2.9	2.5	5.9	4.9	0	0	0	KTCI
3.5	4.0	7.5	17.3	1.5	5.0	2.0	KCSD
4.1	2.0	5.4	16.6	13.0	3.0	3.9	KETC
5.1	5.5	6.9	14.2	5.8	6.6	6.2	KUON
2.5	2.8	3.3	7.9	4.4	.7	0	KYNE
2.2	4.9	4.9	14.9	2.0	2.0	0	KLVX
6.0	11.0	9.0	15.0	4.5	4.0	2.5	WENH
9.8	7.5	8.0	20.0	8.0	5.1	1.5	KNME
6.5	5.0	4.5	0	2.0	3.5	4.0	WSKG
2.5	0	0	5.0	0	0	0	WNYE
7.2	8.5	8.5	15.0	6.0	7.0	2.5	WNED
1.5	1.8	.5	5.0	1.0	.5	1.0	WLIW
4.9	7.8	12.1	16.3	3.9	3.0	1.5	WCNY
5.5	20.5	11.5	6.0	4.0	21.5	1.0	WNYC
11.0	6.0	9.0	6.0	2.0	10.0	1.5	WNDT
4.4	14.6	7.4	16.5	3.9	5.0	2.3	WXXI
6.0	11.3	8.0	12.5	3.5	6.0	.3	WMHT
6.5	7.3	10.7	17.3	6.8	2.0	6.3	WUNC
1.5	8.0	6.0	9.0	1.5	7.0	4.5	WTVI
2.0	5.7	6.4	12.6	.5	4.7	2.4	KFME
4.4	5.0	7.8	12.6	3.4	2.9	1.5	WOUB
6.6	3.7	6.0	19.5	2.0	2.5	0	WBGU
5.0	4.0	6.5	18.3	5.0	3.0	5.0	WCET

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ITV Hours by Audience Grade Levels

ITV

Station	K-3 Grade	4-6 Grade	7-9 Grade	10-12 Grade	Coll/ Univ	Adult-for Credit	Phys Science
KTWU	3.0	5.4	.7	4.2	0	1.9	3.3
WKLE	9.0	8.9	14.6	3.6	0	3.0	11.4
WKPC	4.5	11.2	4.0	2.5	0	1.5	5.3
WYES	9.7	15.2	0	0	0	2.0	0
WCBB	4.0	5.7	1.5	1.5	1.0	4.5	3.9
WMEB	4.4	5.0	4.6	2.1	0	6.7	6.9
WMPB	2.2	9.3	7.8	3.1	0	7.7	3.2
WGBH	0	0	0	0	2.5	0	.5
WGBX	0	0	0	0	5.0	0	1.0
WMSB	3.5	4.9	0	0	0	0	2.6
WCMU	.5	1.9	0	0	11.3	0	5.6
WTVS	6.1	1.2	0	4.5	0	4.5	1.1
WUCM	2.7	5.2	0	0	6.0	5.0	3.1
KWCM	2.8	12.4	2.8	3.4	0	.5	.7
WDSE	5.6	11.9	1.7	2.9	0	2.2	.6
KTCA	3.4	14.3	2.8	2.9	.5	1.0	1.1
KTCI	0	1.9	0	0	4.8	0	3.9
KCSD	2.5	5.0	3.2	3.0	0	4.0	.5
KETC	10.3	13.0	1.8	1.8	0	.5	8.4
KUON	6.7	9.4	3.6	2.5	12.3	1.3	6.7
KYNE	7.8	6.7	6.2	5.6	0	1.9	3.0
KLVX	7.8	9.8	2.0	0	0	0	2.3
WENH	4.6	8.5	4.4	3.0	0	0	4.2
KNME	0	7.3	0	.2	1.0	0	3.3
WSKG	23.6	9.7	2.6	2.0	1.7	3.0	13.0
WNYE	8.2	5.6	2.6	5.3	9.0	0	4.0
WNED	15.8	7.9	0	1.2	2.0	3.5	3.8
WLIW	2.7	4.7	2.7	19.5	0	6.5	5.5
WCNY	8.7	13.1	1.5	1.0	0	5.3	5.2
WNYC	0	0	0	0	1.5	12.4	1.5
WNDT	24.9	12.3	5.7	3.7	0	7.0	6.9
WXXI	8.0	12.2	0	6.0	2.9	5.8	4.0
WMHT	9.4	12.5	1.1	7.5	0	8.9	10.5
WUNC	0	1.1	4.3	4.9	0	2.9	4.0
WTVI	8.8	8.9	11.8	7.5	0	0	8.0
KFME	2.3	6.6	0	0	0	0	1.5
WOUB	14.6	14.6	3.6	.5	0	.1	6.1
WBGU	5.6	9.2	3.0	1.0	2.1	0	4.4
WCET	6.4	5.4	1.2	3.0	0	0	3.0

Hours by Subject Category

Soc & Behav Sci	Art	Lang Arts & Lit	Math	Health Safety PE	For Lang	Music	Other	Station
6.8	.5	1.5	0	0	1.5	1.4	.5	KTWU
11.8	4.0	2.5	1.8	0	3.6	1.9	2.2	WKLE
5.7	1.7	3.0	2.3	.3	2.8	2.7	0	WKPC
3.3	4.0	1.8	0	0	10.0	3.0	5.0	WYES
4.5	2.3	3.8	1.2	.7	0	1.3	.5	WCBB
6.0	1.0	3.6	2.4	1.3	.6	1.2	0	WMEB
7.3	3.1	7.9	6.3	0	0	2.4	0	WMPB
2.0	0	0	0	0	0	0	0	WGBH
4.0	0	0	0	0	0	0	0	WGBX
1.5	1.0	.8	.5	.3	0	1.8	0	WMSB
1.0	.2	2.3	.5	3.3	0	.8	0	WCMU
6.7	1.8	4.8	0	.5	0	.9	.5	WTVS
12.3	.8	.6	.5	.3	0	1.5	0	WUCM
6.8	1.1	0	3.7	.2	4.2	4.7	.6	KWCM
6.1	1.6	1.0	3.4	.7	4.7	5.2	.6	WDSE
5.5	.6	1.6	3.5	1.0	5.2	5.8	.9	KTCA
1.0	0	0	0	0	2.0	0	0	KTCI
12.6	0	1.7	0	1.9	0	.5	.5	KCSD
6.3	.7	7.6	0	1.9	0	2.2	.5	KETC
12.0	2.8	10.0	.7	3.0	0	.7	0	KUON
13.5	1.5	6.7	0	0	0	3.0	.7	KYNE
0	4.2	0	8.6	0	0	4.6	0	KLVX
5.9	.7	4.7	0	.8	0	1.4	3.0	WENH
0	1.0	0	0	0	0	4.0	.2	KNME
4.7	3.0	1.8	0	.8	2.8	.8	16.2	WSKG
13.2	1.5	5.2	1.0	0	3.0	1.0	2.0	WNYE
7.0	1.8	4.3	0	.5	2.5	.5	10.0	WNED
14.7	.8	2.3	0	1.0	7.0	1.0	3.8	WLIW
9.2	2.5	6.1	.8	.5	1.9	3.5	0	WCNY
1.5	0	2.0	0	0	0	0	8.9	WNYC
11.3	4.5	6.8	0	1.0	3.6	1.0	18.6	WNDT
11.9	2.0	11.3	1.8	.8	0	1.8	1.5	WXXI
12.9	3.6	3.3	1.0	1.9	1.5	0	4.9	WMHT
7.3	0	1.5	0	0	0	.5	0	WUNC
16.3	0	9.1	0	0	0	1.3	2.3	WTVI
2.8	2.3	2.0	0	0	0	.5	0	KFME
5.8	2.8	12.4	1.0	2.2	0	3.0	.3	WOUB
6.5	0	5.7	0	3.4	0	1.0	0	WBGU
3.3	0	5.2	0	2.0	0	1.7	1.0	WCET

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Hours of Programming for Special Audiences

Station	Senior Citizen	Black-Amer	Mex-Amer	Other Spanish Speak	Cult Disadv	Handi-capped	Other
KTWU	0	1.0	0	0	0	0	0
WKLE	0	0	0	0	1.5	0	4.1
WKPC	0	0	0	0	0	0	0
WYES	0	0	0	0	11.3	0	1.5
WCBB	0	0	0	0	0	0	0
WMEB	0	1.3	0	0	0	0	1.0
WMPB	0	3.4	0	0	13.3	2.0	10.9
WGBH	.5	1.0	0	0	6.0	0	0
WGBX	.5	0	0	0	5.0	0	0
WMSB	0	1.5	1.0	0	0	0	7.5
WCMU	0	1.0	0	0	0	0	0
WTVS	0	2.4	0	0	16.2	0	0
WUCM	0	4.0	1.5	0	8.0	0	12.5
KWCM	0	0	0	0	0	0	3.4
WDSE	0	0	0	0	0	0	0
KTCA	.5	0	0	0	0	0	.5
KTCI	0	0	0	0	0	0	0
KCSD	.5	1.0	0	0	10.5	0	5.5
KETC	0	0	0	0	0	0	0
KUON	0	1.0	0	0	8.4	0	3.1
KYNE	0	0	0	0	0	1.0	4.0
KLVX	0	0	0	0	0	7.9	0
WENH	0	0	0	0	0	0	2.0
KNME	0	2.5	0	0	0	0	.5
WSKG	0	0	0	0	0	0	0
WNYE	0	0	0	0	0	0	5.0
WNED	0	1.0	0	0	10.0	0	0
WLIW	0	0	0	0	0	0	1.5
WCNY	0	0	0	0	0	0	2.0
WNYC	0	0	0	0	5.0	0	18.4
WNDT	0	2.0	0	0	0	0	1.5
WXXI	0	0	0	0	0	0	7.3
WMHT	0	0	0	0	0	0	7.0
WUNC	0	1.0	0	0	0	1.9	11.7
WTVI	0	0	0	0	0	0	0
KFME	0	0	0	0	0	0	1.5
WOUB	.5	1.0	0	0	4.9	.5	0
WBGU	0	2.0	0	0	0	0	5.5
WCET	0	1.5	0	0	11.5	0	3.0

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Station	Location	Total Bdcst Hours	PTV Pgm Hours	ITV Pgm Hours	% PTV/ ITV
WVIZ	Ohio, Cleveland	79.5	44.7	34.9	56/44
WOSU	Columbus	58.3	45.4	13.0	78/22
WGSF	Newark	66.8	38.3	28.4	57/43
WMUB	Oxford	45.6	22.0	23.6	48/52
WGTE	Toledo	68.7	45.6	23.2	66/44
KETA-KOED	Oklahoma, Oklahoma City ETV Net.	27.4	.5	26.9	2/98
KOKH	Oklahoma City	25.2	2.0	23.2	8/92
KOAC-KOAP	Oregon, Oregon Educ. Broadcasting	73.1	57.5	15.6	79/21
WLVT	Pennsylvania, Bethlehem	76.8	48.8	28.1	63/37
WQLN	Erie	70.6	40.1	30.5	57/43
WITF	Hershey	52.0	52.0	0	100/0
WHYY	Philadelphia	79.4	53.0	26.4	67/33
WUHY	Philadelphia	25.9	1.0	24.9	4/96
WQED	Pittsburgh	93.0	65.3	27.7	70/30
WQEX	Pittsburgh	33.4	17.0	16.4	51/49
WVIA	Scranton	78.0	53.3	24.7	68/32
WPSX	Univ. Park	84.0	56.2	27.8	67/33
WIPR	Puerto Rico, San Juan	54.3	41.3	13.0	76/24
WIPM		55.3	42.3	13.0	76/24
WSBE	Rhode Island, Providence	60.7	44.5	16.2	73/27
WRLK,WITV Net. WNTV,WJPM,WEBA	South Carolina, S.C. ETV	70.2	42.5	27.7	61/39
KESD	South Dakota, Brookings	63.0	42.4	20.6	67/33
KUSD	Vermillion	80.8	51.1	29.6	63/37
WKNO,WLJT	Tennessee, Memphis	74.6	52.5	22.1	70/30
WSJK	Nashville	67.4	32.0	35.4	47/53
WDCN	Nashville	85.4	60.3	25.1	71/29
KLRN	Texas, Austin	111.7	76.4	35.3	68/32
KAMU	College Station	40.4	31.4	9.0	78/22
KERA	Dallas	78.0	58.5	19.5	75/25
KUHT	Houston	62.1	48.8	13.3	79/21
KTXT	Lubbock	37.3	37.3	0	100/0
KRET	Richardson	23.8	0	23.8	0/100
KUSU	Utah, Logan	79.4	48.2	31.2	61/39
KWCS	Ogden	27.3	2.8	24.4	10/90
KOET	Ogden	28.3	1.0	27.3	4/96
KBYU	Provo	40.1	38.1	2.0	95/5
KUED	Salt Lake City	79.4	48.2	31.2	61/39
WETK WVTB,WVER,WVTA	Vermont, Vt. ETV Net.	38.4	17.0	21.4	44/56

Sources of Program Hours

Local	ETV Stations	State Nets	Regional Nets	Nat PTV Sched Service	Nat PTV Library Service	Nat ITV Sources	Other	Station
14.5	0	1.0	0	32.5	9.0	15.2	7.2	WVIZ
10.1	1.0	.8	4.1	19.3	8.3	8.0	6.7	WOSU
11.2	2.7	11.9	0	21.3	5.0	12.4	2.3	WGSF
6.5	0	.8	0	11.0	3.9	23.0	.3	WMUB
2.5	.7	0	3.4	23.1	12.5	22.3	4.1	WGTE
21.7	5.0	0	0	0	0	.7	0	KETA
19.8	0	0	0	0	0	.7	4.7	KOKH
18.4	0	1.2	.5	26.0	15.7	8.7	2.5	KOAC
7.6	0	11.8	21.8	20.8	1.2	13.6	0	WLVT
4.0	4.0	.9	0	39.0	1.9	20.3	.5	WQLN
4.9	2.4	7.8	5.9	4.4	19.0	0	7.6	WITF
20.3	2.3	1.5	2.8	26.5	9.5	9.9	6.5	WHYY
13.2	2.2	0	1.6	0	.5	7.6	.8	WUHY
30.3	0	5.7	5.0	24.3	9.8	5.3	12.6	WQED
3.9	7.0	3.0	1.0	1.5	8.0	0	9.0	WQEX
9.6	3.2	0	12.7	24.6	10.6	8.9	8.2	WVIA
12.3	1.4	1.7	15.0	25.3	14.3	8.6	5.3	WPSX
43.3	2.0	0	0	8.5	0	0	.5	WIPR
44.3	2.0	0	0	8.5	0	0	.5	WIPM
6.9	1.2	0	13.7	21.0	13.0	1.9	3.0	WSBE
17.8	0	0	1.0	7.5	19.7	15.2	8.9	WRLK
2.4	1.4	.5	0	18.0	16.8	20.6	3.2	KESD
3.4	1.4	4.9	2.9	19.1	11.6	24.7	12.6	KUSD
28.4	0	0	1.9	21.8	13.6	1.9	6.8	WKNO
12.5	20.8	0	1.5	15.0	16.6	0	1.0	WSJK
28.5	8.0	0	2.0	30.5	12.7	1.7	2.0	WDCN
27.8	7.8	0	1.9	31.9	14.2	7.2	20.8	KLRN
6.5	0	0	0	19.8	14.0	0	0	KAMU
24.3	0	0	2.0	30.5	12.2	0	9.0	KERA
8.8	2.7	0	0	35.7	4.2	7.8	2.9	KUHT
2.4	0	0	1.0	16.7	13.1	0	4.1	KTXT
14.5	0	0	0	0	0	9.3	0	KRET
21.3	2.2	2.7	1.0	25.0	9.2	17.0	1.0	KUSU
13.8	0	2.4	0	0	2.4	5.8	2.8	KWCS
3.7	0	0	7.3	0	16.0	1.3	0	KOET
15.2	1.0	0	1.0	8.5	1.0	0	13.4	KBYU
21.3	2.2	2.7	1.0	25.0	9.2	17.0	1.0	KUED
7.8	0	0	9.0	4.8	1.0	3.1	12.6	WETK

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Station	Color Hours Bdcst: PTV Color Bdcst	ITV Color Bdcst	PTV Hours by Audience Age Levels: Early Childhood	Middle Childhood	Youth	Coll/ Univ	Adult
WVIZ	35.7	9.0	11.5	1.8	3.0	.5	27.9
WOSU	21.7	0	10.7	3.2	1.2	0	30.3
WGSF	0	0	15.3	.5	.5	0	22.1
WMUB	0	0	0	1.5	0	0	20.5
WGTE	10.3	0	14.5	3.4	2.2	0	25.5
KETA	0	5.0	0	0	.5	0	0
KOKH	0	0	0	0	2.0	0	0
KOAC	11.5	0	19.0	2.5	2.0	0	34.0
WLVT	26.5	0	16.3	0	2.0	4.0	26.5
WQLN	21.7	9.9	17.2	0	0	0	22.9
WITF	30.8	0	6.4	4.9	5.4	2.0	33.3
WHYY	29.5	0	13.0	5.0	2.5	1.0	31.5
WUHY	0	0	1.0	0	0	0	0
WQED	60.9	1.8	16.2	0	1.0	2.0	46.2
WQEX	0	0	0	2.5	0	0	14.5
WVIA	20.7	3.9	7.4	8.3	0	2.4	35.3
WPSX	28.8	3.2	13.5	3.2	1.5	0	38.1
WIPR	0	0	7.5	0	0	2.5	31.3
WIPM	0	0	7.5	0	0	2.5	32.3
WSBE	19.0	0	12.5	4.0	1.0	1.0	26.0
WRLK	15.0	0	11.3	4.5	1.0	.5	25.3
KESD	17.4	0	8.7	10.1	0	1.0	22.6
KUSD	27.3	0	10.8	.5	1.0	0	38.9
WKNO	27.3	0	16.7	2.5	1.0	0	32.3
WSJK	20.5	3.7	6.3	6.0	.5	2.0	17.3
WDCN	33.8	2.5	20.3	3.5	6.6	0	30.0
KLRN	48.0	.8	14.5	12.0	3.5	0	46.5
KAMU	19.8	5.8	8.7	5.3	1.0	0	16.4
KERA	33.0	0	19.3	3.0	1.0	0	35.3
KUHT	31.8	0	18.8	3.8	3.0	.5	22.8
KTXT	13.3	0	10.2	4.6	1.0	1.5	19.9
KRET	0	0	0	0	0	0	0
KUSU	28.5	2.3	13.8	4.5	.5	0	29.4
KWCS	0	0	0	0	0	.2	2.6
KOET	0	0	0	0	0	0	1.0
KBYU	31.6	2.0	8.3	1.0	1.5	0	27.3
KUED	28.5	2.3	13.8	4.5	.5	0	29.4
WETK	2.9	1.3	0	.5	0	1.0	15.6

PTV Hours by Subject Category

News	Public Affairs	Cultural	Children	Skills	Entertainment	Other	Station
6.0	6.0	12.8	11.5	2.5	4.5	1.4	WVIZ
7.9	6.9	8.5	13.4	5.3	2.0	1.5	WOSU
.8	7.5	3.0	15.8	4.0	2.0	5.3	WGSF
6.5	4.1	4.5	2.0	2.5	2.4	0	WMUB
2.2	8.6	8.0	17.9	5.3	2.2	1.4	WGTE
0	0	0	0	0	.5	0	KETA
0	0	0	0	0	2.0	0	KOKH
4.0	7.5	14.0	21.5	8.0	1.0	1.5	KOAC
11.3	3.8	7.5	14.8	5.5	6.0	0	WLVT
1.4	7.9	3.4	16.7	3.3	6.9	.5	WQLN
7.2	9.5	6.9	14.7	2.9	10.3	.5	WITF
5.0	9.0	10.5	18.0	2.0	3.0	5.5	WHYY
0	0	0	1.0	0	0	0	WUHY
13.3	5.1	12.3	16.2	1.9	6.3	10.2	WQED
1.0	0	2.5	2.5	5.0	2.5	3.5	WQEX
8.2	9.1	5.9	15.0	2.4	8.0	4.9	WVIA
4.4	11.6	10.8	20.5	4.6	1.5	2.9	WPSX
10.7	4.0	6.0	7.5	1.0	11.7	.3	WIPR
11.7	4.0	6.0	7.5	1.0	11.7	.3	WIPM
7.0	6.0	13.3	16.0	2.3	0	0	WSBE
3.5	9,3	4.0	15.8	4.0	6.0	0	WRLK
2.9	7,7	7.7	18.9	1.9	2.9	.5	KESD
7.3	8,2	10.8	11.3	2.9	10.7	0	KUSD
10.3	3.0	5.5	19.2	2.4	9.3	2.9	WKNO
4.8	1.0	9.0	12.8	2.0	2.5	0	WSJK
8.0	4.6	8.0	24.3	7.5	5.9	2.1	WDCN
12.3	11.9	10.6	26.0	4.5	11.2	0	KLRN
2.9	5.8	2.9	14.0	1.9	3.4	.5	KAMU
7.8	9.0	13.0	21.8	1.0	6.0	0	KERA
5.5	6.8	7.5	22.5	4.0	2.0	.5	KUHT
2.9	4.9	4.4	14.6	2.0	8.5	0	KTXT
0	0	0	0	0	0	0	KRET
3.5	6.9	7.5	14.8	1.5	3.0	11.0	KUSU
0	0	0	0	0	2.8	0	KWCS
0	1.0	0	0	0	0	0	KOET
7.5	6.5	.5	9.3	1.0	8.1	5.2	KBYU
3.5	6.9	7.5	14.8	1.5	3.0	11.0	KUED
6.4	1.9	2.5	0	1.0	3.4	2.0	WETK

Ohio-Vermont 5

ITV Hours by Audience Grade Levels

Station	K-3 Grade	4-6 Grade	7-9 Grade	10-12 Grade	Coll/ Univ	Adult-for Credit	ITV Phys Science
WVIZ	10.1	13.2	5.5	4.0	1.0	1.0	3.6
WOSU	1.5	5.8	2.7	2.1	.5	.2	2.4
WGSF	8.3	12.7	3.9	2.1	.5	.9	4.8
WMUB	7.5	6.7	4.5	4.6	0	0	6.2
WGTE	5.6	7.5	4.0	2.5	0	3.5	5.3
KETA	2.7	6.2	4.1	13.8	0	0	1.5
KOKH	0	.7	17.8	4.6	0	0	7.2
KOAC	4.2	7.9	.7	2.7	0	0	2.8
WLVT	6.7	9.7	4.7	5.0	2.0	0	2.3
WQLN	14.3	5.4	4.9	3.9	1.4	.5	.2
WITF	0	0	0	0	0	0	0
WHYY	4.7	12.7	4.9	3.5	.5	0	2.2
WUHY	3.5	10.4	4.6	5.9	.5	0	2.9
WQED	6.5	8.2	7.0	4.0	0	2.0	8.1
WQEX	0	0	2.9	0	0	13.5	5.0
WVIA	10.1	2.8	4.0	7.7	0	0	5.0
WPSX	2.5	8.0	3.3	8.2	1.2	4.5	2.8
WIPR	.5	.5	2.0	0	10.0	0	2.5
WIPM	.5	.5	2.0	0	10.0	0	2.5
WSBE	1.5	7.7	1.5	3.5	2.0	0	2.2
WRLK	9.0	7.5	4.5	6.6	0	0	2.3
KESD	3.7	8.8	5.6	0	.9	1.4	11.2
KUSD	4.6	7.3	7.0	.9	9.2	.5	15.8
WKNO	8.0	11.0	3.1	0	0	0	7.8
WSJK	10.7	12.1	7.0	4.2	1.5	0	6.5
WDCN	5.3	4.1	6.9	8.7	0	0	2.8
KLRN	3.7	9.1	0	21.9	.5	0	6.8
KAMU	0	5.8	0	0	3.2	0	3.6
KERA	2.0	7.7	5.7	2.0	0	2.0	3.8
KUHT	2.2	6.1	1.8	2.5	0	.5	.9
KTXT	0	0	0	0	0	0	0
KRET	10.5	13.3	0	0	0	0	4.5
KUSU	9.2	10.6	3.5	4.5	0	3.4	4.8
KWCS	11.5	12.6	.3	0	0	0	5.3
KOET	5.1	1.7	8.3	12.1	0	0	0
KBYU	0	0	0	0	1.0	1.0	0
KUED	9.2	10.6	3.5	4.5	0	3.4	4.8
WETK	3.4	1.6	.9	11.5	0	3.9	3.4

Hours by Subject Category

Soc & Behav Sci	Art	Lang Arts & Lit	Math	Health Safety PE	For Lang	Music	Other	Station
10.1	0	7.1	.5	4.3	0	1.3	8.1	WVIZ
3.6	2.6	1.9	0	.7	0	1.7	0	WOSU
7.9	3.5	5.9	0	1.5	0	3.2	1.7	WGSF
4.8	1.3	5.3	.8	2.5	0	2.5	.3	WMUB
6.4	.7	5.7	.8	1.8	0	1.8	.8	WGTE
12.8	.9	1.8	1.0	.7	5.0	3.2	0	KETA
16.0	0	0	0	0	0	0	0	KOKH
4.0	.8	.8	.5	.8	3.8	2.3	0	KOAC
10.1	2.2	5.9	0	.5	1.3	2.1	3.7	WLVT
8.4	1.4	6.5	1.4	.5	0	1.4	10.7	WQLN
0	0	0	0	0	0	0	0	WITF
7.6	3.2	6.7	1.2	0	2.0	2.3	1.2	WHYY
7.2	2.3	6.4	.8	0	2.5	2.5	.3	WUHY
6.6	2.5	6.2	2.4	0	1.0	0	1.0	WQED
8.5	0	3.0	0	0	0	0	0	WQEX
7.7	2.2	2.2	0	1.5	0	1.4	6.8	WVIA
10.4	2.5	6.7	.6	1.5	0	.7	1.9	WPSX
3.5	1.0	4.0	0	0	1.0	0	1.0	WIPR
3.5	1.0	4.0	0	0	1.0	0	1.0	WIPM
4.8	.7	3.5	1.7	0	1.5	1.8	0	WSBE
5.7	2.0	5.7	7.0	2.5	1.0	1.5	0	WRLK
4.1	2.6	2.3	0	0	0	0	.5	KESD
7.3	3.5	3.2	0	0	0	0	0	KUSD
1.5	3.1	3.2	1.3	0	0	5.3	0	WKNO
10.1	3.1	1.9	5.7	0	0	3.7	4.5	WSJK
18.7	0	0	0	0	0	1.2	2.5	WDCN
10.7	1.4	4.7	0	0	3.0	5.2	3.5	KLRN
2.9	0	1.5	0	0	0	0	1.0	KAMU
5.0	0	2.0	0	4.0	2.3	0	2.5	KERA
.9	1.4	4.5	3.0	0	1.3	.8	.5	KUHT
0	0	0	0	0	0	0	0	KTXT
6.7	3.0	2.1	0	0	3.6	4.0	0	KRET
12.4	2.0	8.2	0	.3	0	3.4	.1	KUSU
4.1	3.3	4.4	0	3.4	0	.8	3.1	KWCS
15.7	2.7	3.5	0	0	0	2.0	3.5	KOET
2.0	0	0	0	0	0	0	0	KBYU
12.5	2.0	8.2	0	0	0	3.4	.1	KUED
12.2	.8	1.2	.3	1.2	1.1	.3	1.0	WETK

Ohio-Vermont 7

Hours of Programming for Special Audiences

Station	Senior Citizen	Black-Amer	Mex-Amer	Other Spanish Speak	Cult Disadv	Handi-capped	Other
WVIZ	0	1.0	0	0	10.0	1.0	2.5
WOSU	0	0	0	0	9.0	0	.9
WGSF	.3	0	0	0	0	0	.5
WMUB	.3	0	0	0	0	0	0
WGTE	0	2.0	0	0	0	.5	4.7
KETA	0	.3	0	0	0	0	0
KOKH	0	0	0	0	0	0	0
KOAC	0	1.0	0	0	0	0	3.0
WLVT	0	1.0	0	0	0	1.3	1.0
WQLN	0	0	0	0	0	0	0
WITF	0	0	0	0	0	0	0
WHYY	0	.5	0	0	0	0	2.5
WUHY	0	0	0	0	0	0	.5
WQED	0	3.0	0	0	0	0	3.6
WQEX	0	0	0	0	.5	0	14.5
WVIA	0	0	0	0	0	0	.5
WPSX	0	0	0	0	0	0	1.9
WIPR	0	0	0	0	0	0	0
WIPM	0	0	0	0	0	0	0
WSBE	0	0	0	0	0	0	2.8
WRLK	0	1.0	0	0	0	0	1.5
KESD	0	0	0	0	0	0	1.5
KUSD	0	0	0	0	0	0	3.4
WKNO	1.0	1.0	0	0	10.0	0	.5
WSJK	0	1.0	0	0	0	0	2.0
WDCN	0	1.0	0	0	0	0	0
KLRN	0	1.0	1.5	0	0	.5	1.0
KAMU	0	0	0	0	0	0	0
KERA	0	1.0	0	0	0	0	3.3
KUHT	0	0	0	0	0	0	.5
KTXT	0	1.0	0	0	0	0	0
KRET	0	0	0	0	0	0	.3
KUSU	.3	0	0	0	10.0	0	5.8
KWCS	0	0	0	0	0	0	0
KOET	0	0	0	0	0	0	0
KBYU	0	0	0	0	0	0	0
KUED	.3	0	0	0	10.0	0	5.3
WETK	0	0	0	0	1.0	1.0	4.9

Virginia-Wisconsin 1

Station	Location	Total Bdcst Hours	PTV Pgm Hours	ITV Pgm Hours	% PTV/ ITV
WVPT	Virginia, Harrisonburg	59.4	37.9	21.5	64/36
WHRO	Norfolk	57.8	32.0	25.8	55/45
WCVE	Richmond	79.6	63.1	16.5	79/21
WCVW		4.2	0	4.2	0/100
WBRA	Roanoke	80.4	52.3	28.1	65/35
WETA	Washington, D. C.	96.7	75.3	21.4	78/22
KWSU	Washington, Pullman	58.7	58.7	0	100/0
KCTS	Seattle	71.6	49.7	21.9	69/31
KSPS	Spokane	73.2	43.1	30.1	59/41
KPEC	Tacoma	56.6	39.4	17.3	69/31
KTPS	Tacoma	67.4	41.3	26.1	61/39
WMUL	West Virginia, Huntington	69.0	45.9	23.1	66/34
WWVU	Morgantown	38.3	29.9	8.3	78/22
WHA	Wisconsin, Madison	59.1	42.9	16.2	73/27
WMVS	Milwaukee	81.3	71.8	9.5	88/12
WMVT	Milwaukee	29.5	21.0	8.5	71/29

Virginia-Wisconsin 3

	Color Hours Bdcst		PTV Hours by Audience Age Levels				
Station	PTV Color Bdcst	ITV Color Bdcst	Early Child-hood	Middle Child-hood	Youth	Coll/ Univ	Adult
WVPT	19.4	17.2	11.2	.7	1.9	0	24.1
WHRO	16.5	0	15.0	0	0	0	17.0
WCVE	45.9	14.4	21.8	0	2.0	0	39.4
WCVW	0	3.7	0	0	0	0	0
WBRA	49.1	11.5	16.1	5.0	2.0	0	29.2
WETA	45.7	3.4	17.1	2.9	1.0	0	54.3
KWSU	26.4	0	12.3	2.4	.7	3.5	39.9
KCTS	12.5	0	13.3	.5	2.0	0	33.9
KSPS	30.0	0	15.2	2.4	2.0	0	23.5
KPEC	0	0	14.4	.5	1.0	0	23.5
KTPS	1.0	0	15.3	2.5	1.0	0	22.6
WMUL	29.6	2.9	16.4	5.4	3.2	0	20.9
WWVU	15.5	.2	5.9	2.4	1.4	0	20.2
WHA	22.5	0	9.7	2.4	1.0	0	29.8
WMVS	50.1	.8	20.5	3.0	1.5	2.5	44.3
WMVT	5.5	0	0	0	0	0	21.0

Virginia-Wisconsin 2

Sources of Program Hours

Local	ETV Stations	State Nets	Regional Nets	Nat PTV Sched Service	Nat PTV Library Service	Nat ITV Sources	Other	Station
.5	29.4	0	0	24.7	1.0	3.9	0	WVPT
20.0	1.7	0	0	18.5	10.0	5.0	2.5	WHRO
42.4	0	0	0	35.5	1.0	.8	0	WCVE
4.2	0	0	0	0	0	0	0	WCVW
19.9	8.1	8.0	0	24.7	13.1	6.5	0	WBRA
11.0	3.3	0	14.2	31.4	22.8	6.5	7.4	WETA
4.6	.5	0	0	26.4	9.6	0	17.5	KWSU
24.7	1.3	0	1.0	24.0	6.2	8.7	5.6	KCTS
15.9	1.2	0	1.0	24.4	13.6	11.8	5.2	KSPS
17.5	1.4	0	.5	28.2	4.4	3.5	.9	KPEC
16.7	2.8	0	1.0	22.7	13.7	9.9	.5	KTPS
5.9	0	0	14.0	27.7	7.3	6.5	7.5	WMUL
1.4	0	0	8.3	15.1	9.6	2.4	1.3	WWVU
12.6	3.4	0	1.5	18.7	10.3	10.7	1.9	WHA
8.0	6.7	0	3.0	26.5	13.7	9.5	13.8	WMVS
4.2	5.0	0	.5	0	4.5	9.0	6.2	WMVT

Virginia-Wisconsin 4

PTV Hours by Subject Category

News	Public Affairs	Cultural	Children	Skills	Entertainment	Other	Station
13.5	3.1	6.3	11.2	1.0	2.9	0	WVPT
2.0	2.0	5.5	15.0	4.0	2.5	1.0	WHRO
28.6	2.4	5.4	21.8	1.0	3.9	0	WCVE
0	0	0	0	0	0	0	WCVW
11.0	6.9	8.4	20.1	2.0	4.0	0	WBRA
7.6	11.8	12.1	20.4	10.6	7.3	5.7	WETA
2.0	14.9	12.8	14.6	2.0	12.1	.4	KWSU
2.5	7.5	15.0	13.8	3.8	5.5	1.6	KCTS
5.9	6.2	5.0	17.6	2.8	2.5	3.0	KSPS
6.2	3.9	9.0	14.4	2.0	3.9	0	KPEC
0	8.0	6.2	17.8	1.5	7.8	0	KTPS
2.2	6.6	4.9	23.7	4.1	4.2	.2	WMUL
1.8	4.8	7.3	8.3	3.9	2.4	1.4	WWVU
4.9	8.4	10.8	12.1	4.8	1.5	.5	WHA
2.0	12.5	17.0	23.0	4.5	4.0	8.9	WMVS
0	5.3	3.5	0	6.5	.5	5.3	WMVT

Virginia-Wisconsin 5

ITV Hours by Audience Grade Levels

Station	K-3 Grade	4-6 Grade	7-9 Grade	10-12 Grade	Coll/ Univ	Adult-for Credit	ITV Phys Science
WVPT	5.0	8.7	1.8	5.9	0	0	5.2
WHRO	2.9	4.9	9.4	8.6	0	0	5.2
WCVE	4.7	9.5	1.2	0	0	1.0	6.2
WCVW	0	0	.4	3.7	0	0	0
WBRA	4.1	10.2	7.2	3.9	0	2.5	5.2
WETA	2.7	7.7	1.6	6.5	0	2.9	1.5
KWSU	0	0	0	0	0	0	0
KCTS	10.0	10.4	0	0	0	1.5	4.0
KSPS	4.9	13.8	1.7	7.7	.4	1.6	6.9
KPEC	10.7	6.5	0	0	0	0	5.4
KTPS	8.2	6.1	4.0	5.0	2.7	0	3.8
WMUL	3.6	10.0	6.3	3.1	0	0	.7
WWVU	1.8	5.1	0	0	0	1.4	1.3
WHA	5.3	8.9	0	0	0	1.9	4.3
WMVS	2.7	3.7	0	1.0	0	2.0	1.2
WMVT	0	0	7.0	0	0	1.5	7.0

Virginia-Wisconsin 7

Hours of Programming for Special Audiences

Station	Senior Citizen	Black-Amer	Mex-Amer	Other Spanish Speak	Cult Disadv	Handi-capped	Other
WVPT	0	0	0	0	0	0	0
WHRO	0	1.0	.8	0	0	0	0
WCVE	0	1.0	0	0	1.0	0	0
WCVW	0	2.4	0	0	0	0	0
WBRA	0	1.9	0	0	0	.5	4.5
WETA	0	1.0	0	0	12.8	0	11.7
KWSU	0	0	0	0	0	0	.4
KCTS	0	0	0	0	0	0	7.9
KSPS	0	1.0	0	0	0	0	2.3
KPEC	0	1.0	0	0	0	0	0
KTPS	0	2.2	0	2.0	9.0	0	0
WMUL	0	0	0	0	0	0	9.1
WWVU	0	1.0	0	0	2.0	0	0
WHA	1.9	0	0	0	4.9	.5	2.9
WMVS	1.3	2.0	0	0	0	0	2.5
WMVT	0	1.0	0	0	0	0	2.0

Hours by Subject Category

Soc & Behav Sci	Art	Lang Arts & Lit	Math	Health Safety PE	For Lang	Music	Other	Station
2.5	2.0	4.6	3.2	.4	0	3.7	0	WVPT
12.0	0	2.4	5.0	0	0	.5	.8	WHRO
0	1.4	1.9	3.5	.8	0	2.4	.3	WCVE
3.7	0	.5	0	0	0	0	0	WCVW
5.5	4.0	4.4	4.0	0	0	4.9	0	WBRA
8.9	1.0	4.5	.9	1.2	.3	.5	2.7	WETA
0	0	0	0	0	0	0	0	KWSU
2.8	3.5	2.9	0	1.8	3.0	4.0	0	KCTS
6.7	1.9	5.6	0	.5	7.3	1.2	0	KSPS
0	3.0	2.5	0	0	0	4.9	1.5	KPEC
11.3	1.7	3.4	0	0	2.0	3.8	0	KTPS
7.5	1.6	4.3	2.0	3.2	2.8	1.1	0	WMUL
1.8	.7	3.9	0	0	0	.6	0	WWVU
3.3	1.0	1.2	4.0	1.8	0	0	.7	WHA
2.6	1.3	1.3	1.0	.8	1.0	.5	0	WMVS
.5	0	0	1.0	0	0	0	0	WMVT